



Market Potential

Dumas, TX, 79029,
Texas, US

Prepared by Mike Running, Director
Latitude: 35.865282573
Longitude: -

Demographic Summary		2011	2016
Population		16,195	16,621
Population 18+		11,198	11,550
Households		5,506	5,614
Median Household Income		\$41,824	\$49,925

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,434	48.5%	97
Bought any women's apparel in last 12 months	4,963	44.3%	97
Bought apparel for child <13 in last 6 months	3,756	33.5%	118
Bought any shoes in last 12 months	5,652	50.5%	97
Bought costume jewelry in last 12 months	2,160	19.3%	92
Bought any fine jewelry in last 12 months	2,560	22.9%	104
Bought a watch in last 12 months	2,380	21.3%	110
Automobiles (Households)			
HH owns/leases any vehicle	4,842	87.9%	102
HH bought/leased new vehicle last 12 mo	483	8.8%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,832	87.8%	101
Bought/changed motor oil in last 12 months	6,323	56.5%	109
Had tune-up in last 12 months	3,180	28.4%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,718	60.0%	97
Drank regular cola in last 6 months	6,537	58.4%	114
Drank beer/ale in last 6 months	4,536	40.5%	95
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,441	12.9%	101
Bought film in last 12 months	2,290	20.5%	107
Bought digital camera in last 12 months	711	6.3%	93
Bought memory card for camera in last 12 months	780	7.0%	91
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,958	35.3%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,236	20.0%	94
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,564	31.8%	98
Avg monthly cell/mobile phone/PDA bill: \$100+	2,297	20.5%	97
Computers (Households)			
HH owns a personal computer	3,727	67.7%	91
Spent <\$500 on most recent home PC purchase	507	9.2%	106
Spent \$500-\$999 on most recent home PC purchase	981	17.8%	100
Spent \$1000-\$1499 on most recent home PC purchase	584	10.6%	81
Spent \$1500-\$1999 on most recent home PC purchase	327	5.9%	83
Spent \$2000+ on most recent home PC purchase	287	5.2%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,673	59.6%	99
Bought cigarettes at convenience store in last 30 days	2,052	18.3%	119
Bought gas at convenience store in last 30 days	4,298	38.4%	115
Spent at convenience store in last 30 days: <\$20	998	8.9%	92
Spent at convenience store in last 30 days: \$20-39	1,096	9.8%	96
Spent at convenience store in last 30 days: \$40+	4,344	38.8%	109
Entertainment (Adults)			
Attended movies in last 6 months	5,987	53.5%	91
Went to live theater in last 12 months	1,170	10.4%	79
Went to a bar/night club in last 12 months	1,909	17.0%	89
Dined out in last 12 months	4,594	41.0%	83
Gambled at a casino in last 12 months	1,518	13.6%	84
Visited a theme park in last 12 months	2,213	19.8%	92
DVDs rented in last 30 days: 1	279	2.5%	94
DVDs rented in last 30 days: 2	458	4.1%	88
DVDs rented in last 30 days: 3	288	2.6%	80
DVDs rented in last 30 days: 4	384	3.4%	89
DVDs rented in last 30 days: 5+	1,319	11.8%	89
DVDs purchased in last 30 days: 1	562	5.0%	101
DVDs purchased in last 30 days: 2	540	4.8%	102
DVDs purchased in last 30 days: 3-4	528	4.7%	102
DVDs purchased in last 30 days: 5+	709	6.3%	122
Spent on toys/games in last 12 months: <\$50	798	7.1%	117
Spent on toys/games in last 12 months: \$50-\$99	344	3.1%	112
Spent on toys/games in last 12 months: \$100-\$199	776	6.9%	97
Spent on toys/games in last 12 months: \$200-\$499	1,243	11.1%	103
Spent on toys/games in last 12 months: \$500+	587	5.2%	92
Financial (Adults)			
Have home mortgage (1st)	2,106	18.8%	98
Used ATM/cash machine in last 12 months	5,171	46.2%	91
Own any stock	730	6.5%	71
Own U.S. savings bond	577	5.2%	76
Own shares in mutual fund (stock)	763	6.8%	73
Own shares in mutual fund (bonds)	481	4.3%	73
Used full service brokerage firm in last 12 months	479	4.3%	69
Have savings account	3,464	30.9%	85
Have 401K retirement savings	1,847	16.5%	93
Did banking over the Internet in last 12 months	2,383	21.3%	78
Own any credit/debit card (in own name)	7,634	68.2%	92
Avg monthly credit card expenditures: <\$111	1,496	13.4%	97
Avg monthly credit card expenditures: \$111-225	789	7.0%	91
Avg monthly credit card expenditures: \$226-450	820	7.3%	98
Avg monthly credit card expenditures: \$451-700	714	6.4%	100
Avg monthly credit card expenditures: \$701+	1,147	10.2%	76

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,072	72.1%	102
Used bread in last 6 months	10,768	96.2%	100
Used chicken/turkey (fresh or frozen) in last 6 months	8,519	76.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	5,873	52.4%	100
Used fresh fruit/vegetables in last 6 months	9,608	85.8%	98
Used fresh milk in last 6 months	10,181	90.9%	100
Health (Adults)			
Exercise at home 2+ times per week	3,326	29.7%	99
Exercise at club 2+ times per week	883	7.9%	63
Visited a doctor in last 12 months	7,823	69.9%	90
Used vitamin/dietary supplement in last 6 months	4,970	44.4%	92
Home (Households)			
Any home improvement in last 12 months	1,764	32.0%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	700	12.7%	81
Purchased any HH furnishing in last 12 months	1,384	25.1%	84
Purchased bedding/bath goods in last 12 months	2,849	51.7%	95
Purchased cooking/serving product in last 12 months	1,456	26.4%	96
Bought any kitchen appliance in last 12 months	861	15.6%	90
Insurance (Adults)			
Currently carry any life insurance	4,780	42.7%	90
Have medical/hospital/accident insurance	7,158	63.9%	89
Carry homeowner insurance	5,400	48.2%	92
Carry renter insurance	568	5.1%	82
Have auto/other vehicle insurance	9,295	83.0%	100
Pets (Households)			
HH owns any pet	3,187	57.9%	113
HH owns any cat	1,336	24.3%	101
HH owns any dog	2,513	45.6%	121
Reading Materials (Adults)			
Bought book in last 12 months	5,110	45.6%	91
Read any daily newspaper	3,671	32.8%	79
Heavy magazine reader	1,876	16.8%	84
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	7,509	67.1%	93
Went to family restaurant/steak house last mo: <2 times	2,659	23.7%	93
Went to family restaurant/steak house last mo: 2-4 times	2,633	23.5%	87
Went to family restaurant/steak house last mo: 5+ times	2,216	19.8%	102
Went to fast food/drive-in restaurant in last 6 mo	9,781	87.3%	99
Went to fast food/drive-in restaurant <6 times/mo	3,622	32.3%	93
Went to fast food/drive-in restaurant 6-13 times/mo	3,104	27.7%	96
Went to fast food/drive-in restaurant 14+ times/mo	3,055	27.3%	110
Fast food/drive-in last 6 mo: eat in	4,173	37.3%	99
Fast food/drive-in last 6 mo: home delivery	1,349	12.0%	116
Fast food/drive-in last 6 mo: take-out/drive-thru	6,063	54.1%	104
Fast food/drive-in last 6 mo: take-out/walk-in	2,409	21.5%	88

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Telephones & Service (Households)			
HH owns in-home cordless telephone	3,447	62.6%	97
HH average monthly long distance phone bill: <\$16	1,483	26.9%	97
HH average monthly long distance phone bill: \$16-25	501	9.1%	80
HH average monthly long distance phone bill: \$26-59	407	7.4%	80
HH average monthly long distance phone bill: \$60+	301	5.5%	123
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,093	19.9%	100
HH owns 2 TVs	1,365	24.8%	94
HH owns 3 TVs	1,342	24.4%	109
HH owns 4+ TVs	1,105	20.1%	96
HH subscribes to cable TV	2,596	47.1%	81
HH Purchased audio equipment in last 12 months	594	10.8%	111
HH Purchased CD player in last 12 months	235	4.3%	110
HH Purchased DVD player in last 12 months	567	10.3%	106
HH Purchased MP3 player in last 12 months	1,095	9.8%	96
HH Purchased video game system in last 12 months	645	11.7%	109
Travel (Adults)			
Domestic travel in last 12 months	4,687	41.9%	80
Took 3+ domestic trips in last 12 months	1,429	12.8%	86
Spent on domestic vacations last 12 mo: <\$1000	1,229	11.0%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	663	5.9%	88
Spent on domestic vacations last 12 mo: \$1500-\$1999	409	3.7%	89
Spent on domestic vacations last 12 mo: \$2000-\$2999	374	3.3%	81
Spent on domestic vacations last 12 mo: \$3000+	424	3.8%	75
Foreign travel in last 3 years	2,159	19.3%	74
Took 3+ foreign trips by plane in last 3 years	320	2.9%	59
Spent on foreign vacations last 12 mo: <\$1000	549	4.9%	82
Spent on foreign vacations last 12 mo: \$1000-\$2999	341	3.0%	74
Spent on foreign vacations last 12 mo: \$3000+	363	3.2%	65
Stayed 1+ nights at hotel/motel in last 12 months	3,528	31.5%	78

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Demographic Summary	2011	2016
Population	21,816	22,521
Population 18+	14,878	15,430
Households	7,154	7,334
Median Household Income	\$41,869	\$49,059

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	7,209	48.5%	97
Bought any women's apparel in last 12 months	6,441	43.3%	95
Bought apparel for child <13 in last 6 months	5,015	33.7%	119
Bought any shoes in last 12 months	7,460	50.1%	96
Bought costume jewelry in last 12 months	2,896	19.5%	93
Bought any fine jewelry in last 12 months	3,376	22.7%	103
Bought a watch in last 12 months	3,140	21.1%	109
Automobiles (Households)			
HH owns/leases any vehicle	6,187	86.5%	101
HH bought/leased new vehicle last 12 mo	582	8.1%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	12,809	86.1%	99
Bought/changed motor oil in last 12 months	8,335	56.0%	108
Had tune-up in last 12 months	4,243	28.5%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,977	60.3%	98
Drank regular cola in last 6 months	8,686	58.4%	115
Drank beer/ale in last 6 months	6,081	40.9%	96
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,884	12.7%	99
Bought film in last 12 months	2,951	19.8%	104
Bought digital camera in last 12 months	893	6.0%	88
Bought memory card for camera in last 12 months	975	6.6%	86
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	5,261	35.4%	100
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,890	19.4%	91
Avg monthly cell/mobile phone/PDA bill: \$50-99	4,934	33.2%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	2,899	19.5%	92
Computers (Households)			
HH owns a personal computer	4,669	65.3%	88
Spent <\$500 on most recent home PC purchase	648	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	1,189	16.6%	93
Spent \$1000-\$1499 on most recent home PC purchase	729	10.2%	78
Spent \$1500-\$1999 on most recent home PC purchase	413	5.8%	81
Spent \$2000+ on most recent home PC purchase	367	5.1%	82

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	8,711	58.6%	98
Bought cigarettes at convenience store in last 30 days	2,578	17.3%	112
Bought gas at convenience store in last 30 days	5,329	35.8%	108
Spent at convenience store in last 30 days: <\$20	1,296	8.7%	90
Spent at convenience store in last 30 days: \$20-39	1,503	10.1%	99
Spent at convenience store in last 30 days: \$40+	5,450	36.6%	102
Entertainment (Adults)			
Attended movies in last 6 months	7,896	53.1%	90
Went to live theater in last 12 months	1,388	9.3%	71
Went to a bar/night club in last 12 months	2,433	16.4%	86
Dined out in last 12 months	6,002	40.3%	82
Gambled at a casino in last 12 months	1,857	12.5%	78
Visited a theme park in last 12 months	2,754	18.5%	86
DVDs rented in last 30 days: 1	348	2.3%	88
DVDs rented in last 30 days: 2	543	3.7%	79
DVDs rented in last 30 days: 3	369	2.5%	78
DVDs rented in last 30 days: 4	499	3.4%	87
DVDs rented in last 30 days: 5+	1,647	11.1%	84
DVDs purchased in last 30 days: 1	712	4.8%	96
DVDs purchased in last 30 days: 2	679	4.6%	97
DVDs purchased in last 30 days: 3-4	701	4.7%	102
DVDs purchased in last 30 days: 5+	928	6.2%	121
Spent on toys/games in last 12 months: <\$50	1,074	7.2%	119
Spent on toys/games in last 12 months: \$50-\$99	460	3.1%	112
Spent on toys/games in last 12 months: \$100-\$199	996	6.7%	93
Spent on toys/games in last 12 months: \$200-\$499	1,519	10.2%	95
Spent on toys/games in last 12 months: \$500+	720	4.8%	85
Financial (Adults)			
Have home mortgage (1st)	2,464	16.6%	86
Used ATM/cash machine in last 12 months	6,342	42.6%	84
Own any stock	898	6.0%	66
Own U.S. savings bond	776	5.2%	77
Own shares in mutual fund (stock)	929	6.2%	67
Own shares in mutual fund (bonds)	593	4.0%	67
Used full service brokerage firm in last 12 months	591	4.0%	64
Have savings account	4,369	29.4%	81
Have 401K retirement savings	2,232	15.0%	85
Did banking over the Internet in last 12 months	3,000	20.2%	74
Own any credit/debit card (in own name)	9,720	65.3%	88
Avg monthly credit card expenditures: <\$111	1,900	12.8%	93
Avg monthly credit card expenditures: \$111-225	989	6.6%	86
Avg monthly credit card expenditures: \$226-450	1,006	6.8%	90
Avg monthly credit card expenditures: \$451-700	845	5.7%	89
Avg monthly credit card expenditures: \$701+	1,344	9.0%	67

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,493	70.5%	100
Used bread in last 6 months	14,266	95.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	11,437	76.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	7,657	51.5%	98
Used fresh fruit/vegetables in last 6 months	12,711	85.4%	98
Used fresh milk in last 6 months	13,469	90.5%	100
Health (Adults)			
Exercise at home 2+ times per week	4,157	27.9%	93
Exercise at club 2+ times per week	1,167	7.8%	63
Visited a doctor in last 12 months	10,324	69.4%	90
Used vitamin/dietary supplement in last 6 months	6,567	44.1%	91
Home (Households)			
Any home improvement in last 12 months	2,123	29.7%	94
Used housekeeper/maid/prof HH cleaning service in the last 12 months	859	12.0%	76
Purchased any HH furnishing in last 12 months	1,796	25.1%	84
Purchased bedding/bath goods in last 12 months	3,649	51.0%	93
Purchased cooking/serving product in last 12 months	1,892	26.4%	96
Bought any kitchen appliance in last 12 months	1,069	14.9%	86
Insurance (Adults)			
Currently carry any life insurance	6,035	40.6%	85
Have medical/hospital/accident insurance	9,191	61.8%	86
Carry homeowner insurance	6,857	46.1%	88
Carry renter insurance	687	4.6%	75
Have auto/other vehicle insurance	11,887	79.9%	97
Pets (Households)			
HH owns any pet	3,930	54.9%	107
HH owns any cat	1,695	23.7%	99
HH owns any dog	3,096	43.3%	115
Reading Materials (Adults)			
Bought book in last 12 months	6,403	43.0%	86
Read any daily newspaper	4,659	31.3%	76
Heavy magazine reader	2,448	16.5%	83
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	9,753	65.6%	91
Went to family restaurant/steak house last mo: <2 times	3,572	24.0%	94
Went to family restaurant/steak house last mo: 2-4 times	3,481	23.4%	87
Went to family restaurant/steak house last mo: 5+ times	2,698	18.1%	94
Went to fast food/drive-in restaurant in last 6 mo	12,993	87.3%	99
Went to fast food/drive-in restaurant <6 times/mo	4,887	32.8%	94
Went to fast food/drive-in restaurant 6-13 times/mo	4,235	28.5%	99
Went to fast food/drive-in restaurant 14+ times/mo	3,870	26.0%	105
Fast food/drive-in last 6 mo: eat in	5,773	38.8%	103
Fast food/drive-in last 6 mo: home delivery	1,629	10.9%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	7,633	51.3%	98
Fast food/drive-in last 6 mo: take-out/walk-in	3,113	20.9%	85

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Telephones & Service (Households)			
HH owns in-home cordless telephone	4,277	59.8%	93
HH average monthly long distance phone bill: <\$16	1,890	26.4%	96
HH average monthly long distance phone bill: \$16-25	667	9.3%	82
HH average monthly long distance phone bill: \$26-59	545	7.6%	83
HH average monthly long distance phone bill: \$60+	373	5.2%	117
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,490	20.8%	105
HH owns 2 TVs	1,836	25.7%	98
HH owns 3 TVs	1,690	23.6%	106
HH owns 4+ TVs	1,310	18.3%	88
HH subscribes to cable TV	3,025	42.3%	73
HH Purchased audio equipment in last 12 months	697	9.7%	100
HH Purchased CD player in last 12 months	297	4.2%	107
HH Purchased DVD player in last 12 months	683	9.5%	98
HH Purchased MP3 player in last 12 months	1,440	9.7%	95
HH Purchased video game system in last 12 months	796	11.1%	103
Travel (Adults)			
Domestic travel in last 12 months	5,883	39.5%	76
Took 3+ domestic trips in last 12 months	1,835	12.3%	83
Spent on domestic vacations last 12 mo: <\$1000	1,557	10.5%	83
Spent on domestic vacations last 12 mo: \$1000-\$1499	790	5.3%	79
Spent on domestic vacations last 12 mo: \$1500-\$1999	489	3.3%	80
Spent on domestic vacations last 12 mo: \$2000-\$2999	468	3.1%	76
Spent on domestic vacations last 12 mo: \$3000+	524	3.5%	70
Foreign travel in last 3 years	2,755	18.5%	71
Took 3+ foreign trips by plane in last 3 years	423	2.8%	59
Spent on foreign vacations last 12 mo: <\$1000	689	4.6%	77
Spent on foreign vacations last 12 mo: \$1000-\$2999	448	3.0%	73
Spent on foreign vacations last 12 mo: \$3000+	428	2.9%	58
Stayed 1+ nights at hotel/motel in last 12 months	4,424	29.7%	73

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Market Potential

Dumas, TX, 79029,
Texas, US

Prepared by Mike Running, Director
Latitude: 35.865282573
Longitude: -

Demographic Summary		2011	2016
Population		63,352	63,898
Population 18+		45,402	46,022
Households		22,518	22,640
Median Household Income		\$43,146	\$50,466

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	23,067	50.8%	102
Bought any women's apparel in last 12 months	19,961	44.0%	97
Bought apparel for child <13 in last 6 months	14,036	30.9%	109
Bought any shoes in last 12 months	22,966	50.6%	97
Bought costume jewelry in last 12 months	8,759	19.3%	93
Bought any fine jewelry in last 12 months	9,183	20.2%	92
Bought a watch in last 12 months	9,015	19.9%	103
Automobiles (Households)			
HH owns/leases any vehicle	20,054	89.1%	104
HH bought/leased new vehicle last 12 mo	1,701	7.6%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	40,480	89.2%	103
Bought/changed motor oil in last 12 months	27,309	60.1%	116
Had tune-up in last 12 months	13,176	29.0%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	25,661	56.5%	91
Drank regular cola in last 6 months	24,849	54.7%	107
Drank beer/ale in last 6 months	17,815	39.2%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	6,058	13.3%	104
Bought film in last 12 months	9,566	21.1%	111
Bought digital camera in last 12 months	2,703	6.0%	87
Bought memory card for camera in last 12 months	3,161	7.0%	91
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	15,227	33.5%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,928	21.9%	103
Avg monthly cell/mobile phone/PDA bill: \$50-99	14,458	31.8%	98
Avg monthly cell/mobile phone/PDA bill: \$100+	8,155	18.0%	85
Computers (Households)			
HH owns a personal computer	14,927	66.3%	89
Spent <\$500 on most recent home PC purchase	1,916	8.5%	98
Spent \$500-\$999 on most recent home PC purchase	3,911	17.4%	97
Spent \$1000-\$1499 on most recent home PC purchase	2,283	10.1%	77
Spent \$1500-\$1999 on most recent home PC purchase	1,295	5.8%	80
Spent \$2000+ on most recent home PC purchase	1,150	5.1%	81

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Market Potential

Dumas, TX, 79029,
us

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	27,787	61.2%	102
Bought cigarettes at convenience store in last 30 days	8,055	17.7%	115
Bought gas at convenience store in last 30 days	18,865	41.6%	125
Spent at convenience store in last 30 days: <\$20	3,858	8.5%	88
Spent at convenience store in last 30 days: \$20-39	4,278	9.4%	93
Spent at convenience store in last 30 days: \$40+	18,637	41.0%	115
Entertainment (Adults)			
Attended movies in last 6 months	22,647	49.9%	85
Went to live theater in last 12 months	4,399	9.7%	73
Went to a bar/night club in last 12 months	7,717	17.0%	89
Dined out in last 12 months	20,589	45.3%	92
Gambled at a casino in last 12 months	6,082	13.4%	83
Visited a theme park in last 12 months	7,129	15.7%	73
DVDs rented in last 30 days: 1	1,135	2.5%	94
DVDs rented in last 30 days: 2	1,662	3.7%	79
DVDs rented in last 30 days: 3	1,274	2.8%	88
DVDs rented in last 30 days: 4	1,343	3.0%	77
DVDs rented in last 30 days: 5+	5,280	11.6%	88
DVDs purchased in last 30 days: 1	1,961	4.3%	87
DVDs purchased in last 30 days: 2	1,978	4.4%	92
DVDs purchased in last 30 days: 3-4	2,482	5.5%	118
DVDs purchased in last 30 days: 5+	2,521	5.6%	107
Spent on toys/games in last 12 months: <\$50	2,974	6.6%	108
Spent on toys/games in last 12 months: \$50-\$99	1,549	3.4%	124
Spent on toys/games in last 12 months: \$100-\$199	3,418	7.5%	105
Spent on toys/games in last 12 months: \$200-\$499	5,019	11.1%	102
Spent on toys/games in last 12 months: \$500+	2,283	5.0%	88
Financial (Adults)			
Have home mortgage (1st)	7,872	17.3%	90
Used ATM/cash machine in last 12 months	18,664	41.1%	81
Own any stock	3,058	6.7%	73
Own U.S. savings bond	3,122	6.9%	101
Own shares in mutual fund (stock)	3,251	7.2%	76
Own shares in mutual fund (bonds)	2,125	4.7%	79
Used full service brokerage firm in last 12 months	2,015	4.4%	71
Have savings account	15,558	34.3%	95
Have 401K retirement savings	7,739	17.0%	96
Did banking over the Internet in last 12 months	10,139	22.3%	82
Own any credit/debit card (in own name)	31,201	68.7%	93
Avg monthly credit card expenditures: <\$111	7,022	15.5%	112
Avg monthly credit card expenditures: \$111-225	3,218	7.1%	91
Avg monthly credit card expenditures: \$226-450	3,006	6.6%	88
Avg monthly credit card expenditures: \$451-700	2,378	5.2%	82
Avg monthly credit card expenditures: \$701+	4,223	9.3%	69

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Market Potential

Dumas, TX, 79029,
US

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	33,020	72.7%	103
Used bread in last 6 months	44,167	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	35,013	77.1%	100
Used fish/seafood (fresh or frozen) in last 6 months	22,313	49.1%	93
Used fresh fruit/vegetables in last 6 months	39,513	87.0%	100
Used fresh milk in last 6 months	41,785	92.0%	102
Health (Adults)			
Exercise at home 2+ times per week	12,762	28.1%	94
Exercise at club 2+ times per week	3,010	6.6%	53
Visited a doctor in last 12 months	33,794	74.4%	96
Used vitamin/dietary supplement in last 6 months	20,964	46.2%	95
Home (Households)			
Any home improvement in last 12 months	7,342	32.6%	103
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,583	11.5%	73
Purchased any HH furnishing in last 12 months	6,277	27.9%	93
Purchased bedding/bath goods in last 12 months	11,435	50.8%	93
Purchased cooking/serving product in last 12 months	6,062	26.9%	98
Bought any kitchen appliance in last 12 months	3,680	16.3%	94
Insurance (Adults)			
Currently carry any life insurance	21,791	48.0%	101
Have medical/hospital/accident insurance	31,545	69.5%	97
Carry homeowner insurance	25,600	56.4%	108
Carry renter insurance	2,058	4.5%	73
Have auto/other vehicle insurance	38,251	84.3%	102
Pets (Households)			
HH owns any pet	13,281	59.0%	115
HH owns any cat	6,391	28.4%	118
HH owns any dog	10,390	46.1%	123
Reading Materials (Adults)			
Bought book in last 12 months	19,805	43.6%	87
Read any daily newspaper	16,608	36.6%	89
Heavy magazine reader	7,755	17.1%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	30,531	67.2%	94
Went to family restaurant/steak house last mo: <2 times	11,299	24.9%	97
Went to family restaurant/steak house last mo: 2-4 times	11,305	24.9%	92
Went to family restaurant/steak house last mo: 5+ times	7,925	17.5%	90
Went to fast food/drive-in restaurant in last 6 mo	39,885	87.8%	99
Went to fast food/drive-in restaurant <6 times/mo	15,944	35.1%	100
Went to fast food/drive-in restaurant 6-13 times/mo	13,310	29.3%	102
Went to fast food/drive-in restaurant 14+ times/mo	10,630	23.4%	94
Fast food/drive-in last 6 mo: eat in	18,412	40.6%	108
Fast food/drive-in last 6 mo: home delivery	3,996	8.8%	84
Fast food/drive-in last 6 mo: take-out/drive-thru	23,949	52.7%	101
Fast food/drive-in last 6 mo: take-out/walk-in	9,447	20.8%	85

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Market Potential

, Dumas, TX, 79029,
us

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Latitude: 35.865282573
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	14,344	63.7%	99
HH average monthly long distance phone bill: <\$16	6,384	28.4%	103
HH average monthly long distance phone bill: \$16-25	2,521	11.2%	98
HH average monthly long distance phone bill: \$26-59	1,908	8.5%	92
HH average monthly long distance phone bill: \$60+	1,083	4.8%	108
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	4,381	19.5%	98
HH owns 2 TVs	5,931	26.3%	100
HH owns 3 TVs	5,475	24.3%	109
HH owns 4+ TVs	4,331	19.2%	92
HH subscribes to cable TV	8,558	38.0%	65
HH Purchased audio equipment in last 12 months	1,990	8.8%	91
HH Purchased CD player in last 12 months	847	3.8%	97
HH Purchased DVD player in last 12 months	2,224	9.9%	102
HH Purchased MP3 player in last 12 months	3,841	8.5%	83
HH Purchased video game system in last 12 months	2,299	10.2%	95
Travel (Adults)			
Domestic travel in last 12 months	19,922	43.9%	84
Took 3+ domestic trips in last 12 months	5,771	12.7%	85
Spent on domestic vacations last 12 mo: <\$1000	4,993	11.0%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,297	5.1%	75
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,338	2.9%	72
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,555	3.4%	83
Spent on domestic vacations last 12 mo: \$3000+	1,773	3.9%	77
Foreign travel in last 3 years	7,102	15.6%	60
Took 3+ foreign trips by plane in last 3 years	1,128	2.5%	51
Spent on foreign vacations last 12 mo: <\$1000	1,810	4.0%	67
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,158	2.6%	62
Spent on foreign vacations last 12 mo: \$3000+	1,247	2.7%	55
Stayed 1+ nights at hotel/motel in last 12 months	15,710	34.6%	85

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