



2015 Retail MarketPlace Forecast

Local Trade Area
 100 S Dumas Ave, Dumas, TX, 79029,
 Ring: 10 miles radius

Prepared by Mike Running, Director

Latitude: 35.865283
 Longitude: -101.973261

Summary Demographics						
2015 Population						15,931
2015 Households						5,498
2015 Per Capita Income						\$19,927
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	\$121,419,605	\$237,692,312	-116,272,706	-32.4	157
Total Retail Trade	44-45	\$105,255,063	\$206,008,338	-100,753,275	-32.4	121
Total Food & Drink	722	\$16,164,542	\$31,683,973	-15,519,431	-32.4	36
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$24,888,446	\$39,760,728	-14,872,282	-23.0	20
Automobile Dealers	4411	\$21,524,689	\$36,196,064	-14,671,375	-25.4	9
Other Motor Vehicle Dealers	4412	\$1,575,899	\$790,782	785,117	33.2	3
Auto Parts, Accessories & Tire Stores	4413	\$1,787,859	\$2,773,882	-986,023	-21.6	8
Furniture & Home Furnishings Stores	442	\$2,777,511	\$3,268,769	-491,258	-8.1	4
Furniture Stores	4421	\$2,358,697	\$2,722,800	-364,103	-7.2	2
Home Furnishings Stores	4422	\$418,814	\$545,969	-127,155	-13.2	2
Electronics & Appliance Stores	4431	\$2,357,906	\$2,892,173	-534,267	-10.2	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,501,268	\$5,690,176	-1,188,907	-11.7	17
Bldg Material & Supplies Dealers	4441	\$3,480,975	\$3,697,760	-216,785	-3.0	10
Lawn & Garden Equip & Supply Stores	4442	\$1,020,294	\$1,992,416	-972,122	-32.3	7
Food & Beverage Stores	445	\$23,536,460	\$38,246,719	-14,710,259	-23.8	16
Grocery Stores	4451	\$22,232,427	\$35,819,156	-13,586,729	-23.4	8
Specialty Food Stores	4452	\$139,453	\$134,476	4,977	1.8	1
Beer, Wine & Liquor Stores	4453	\$1,164,580	\$2,293,087	-1,128,507	-32.6	7
Health & Personal Care Stores	446,4461	\$2,965,923	\$3,988,744	-1,022,821	-14.7	7
Gasoline Stations	447,4471	\$20,208,293	\$51,027,538	-30,819,245	-43.3	10
Clothing & Clothing Accessories Stores	448	\$2,622,718	\$4,644,546	-2,021,828	-27.8	11
Clothing Stores	4481	\$1,869,835	\$3,426,140	-1,556,305	-29.4	6
Shoe Stores	4482	\$374,988	\$692,924	-317,936	-29.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$377,895	\$525,482	-147,587	-16.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$759,468	\$929,608	-170,139	-10.1	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$753,928	\$929,608	-175,679	-10.4	7
Book, Periodical & Music Stores	4512	\$5,540	\$0	5,540	100.0	0
General Merchandise Stores	452	\$18,046,306	\$51,833,323	-33,787,017	-48.4	6
Department Stores Excluding Leased Depts.	4521	\$13,543,805	\$36,535,224	-22,991,419	-45.9	3
Other General Merchandise Stores	4529	\$4,502,501	\$15,298,099	-10,795,598	-54.5	3
Miscellaneous Store Retailers	453	\$1,623,954	\$2,324,138	-700,184	-17.7	14
Florists	4531	\$144,835	\$402,135	-257,300	-47.0	3
Office Supplies, Stationery & Gift Stores	4532	\$439,699	\$431,120	8,579	1.0	3
Used Merchandise Stores	4533	\$348,407	\$274,650	73,757	11.8	3
Other Miscellaneous Store Retailers	4539	\$691,012	\$1,216,233	-525,221	-27.5	5
Nonstore Retailers	454	\$966,809	\$1,401,877	-435,068	-18.4	2
Electronic Shopping & Mail-Order Houses	4541	\$3,879	\$0	3,879	100.0	0
Vending Machine Operators	4542	\$625,666	\$1,401,877	-776,211	-38.3	2
Direct Selling Establishments	4543	\$337,265	\$0	337,265	100.0	0
Food Services & Drinking Places	722	\$16,164,542	\$31,683,973	-15,519,431	-32.4	36
Full-Service Restaurants	7221	\$6,136,544	\$11,215,161	-5,078,617	-29.3	23
Limited-Service Eating Places	7222	\$9,607,123	\$20,468,812	-10,861,689	-36.1	14
Special Food Services	7223	\$4,420	\$0	4,420	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$416,454	\$0	416,454	100.0	0

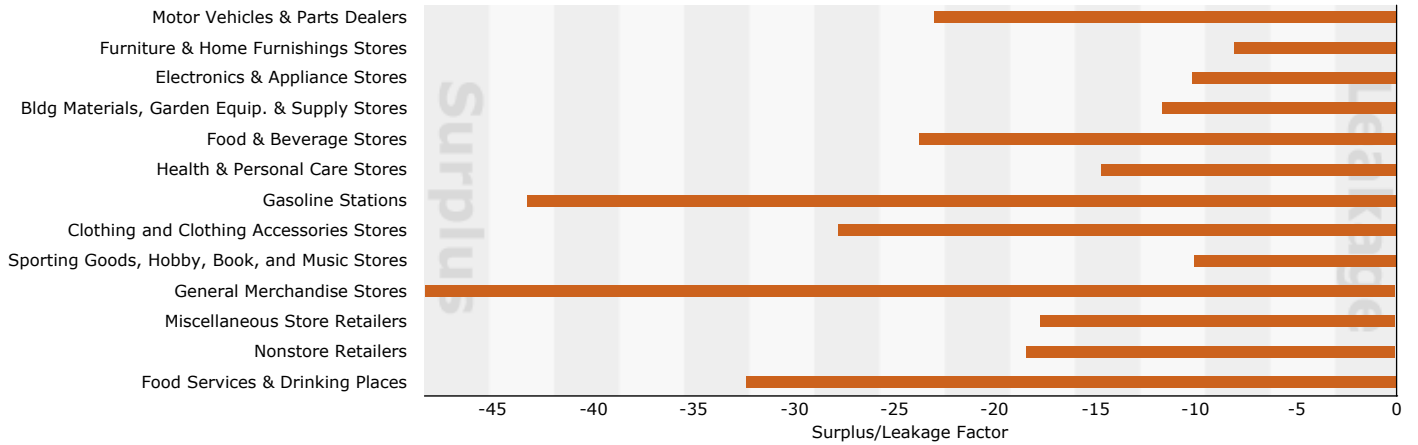
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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. The vintage of the Retail MarketPlace data on this report is 2015.

Source: Esri and Infogroup

Local Trade Area
 100 S Dumas Ave, Dumas, TX, 79029,
 Ring: 10 miles radius

Prepared by Mike Running, Director
 Latitude: 35.865283
 Longitude: -101.973261

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





2015 Retail MarketPlace Forecast

Local Trade Area
100 S Dumas Ave, Dumas, TX, 79029,
Ring: 15 miles radius

Prepared by Mike Running, Director

Latitude: 35.865283
Longitude: -101.973261

Summary Demographics						
2015 Population						20,743
2015 Households						6,927
2015 Per Capita Income						\$18,459
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	\$147,290,335	\$262,236,051	-114,945,715	-28.1	192
Total Retail Trade	44-45	\$127,791,459	\$226,955,725	-99,164,266	-28.0	145
Total Food & Drink	722	\$19,498,877	\$35,280,326	-15,781,449	-28.8	47
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,318,302	\$43,570,600	-13,252,298	-17.9	25
Automobile Dealers	4411	\$26,166,651	\$39,567,788	-13,401,136	-20.4	12
Other Motor Vehicle Dealers	4412	\$1,995,144	\$798,911	1,196,233	42.8	3
Auto Parts, Accessories & Tire Stores	4413	\$2,156,507	\$3,203,902	-1,047,395	-19.5	10
Furniture & Home Furnishings Stores	442	\$3,337,613	\$4,944,339	-1,606,726	-19.4	5
Furniture Stores	4421	\$2,837,968	\$4,398,370	-1,560,402	-21.6	3
Home Furnishings Stores	4422	\$499,646	\$545,969	-46,323	-4.4	2
Electronics & Appliance Stores	4431	\$2,854,979	\$2,968,203	-113,224	-1.9	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,516,836	\$6,273,543	-756,707	-6.4	20
Bldg Material & Supplies Dealers	4441	\$4,268,980	\$3,812,770	456,210	5.6	11
Lawn & Garden Equip & Supply Stores	4442	\$1,247,856	\$2,460,773	-1,212,917	-32.7	9
Food & Beverage Stores	445	\$28,572,675	\$45,512,674	-16,939,999	-22.9	23
Grocery Stores	4451	\$26,995,651	\$42,315,259	-15,319,608	-22.1	12
Specialty Food Stores	4452	\$170,978	\$268,952	-97,974	-22.3	2
Beer, Wine & Liquor Stores	4453	\$1,406,046	\$2,928,463	-1,522,417	-35.1	9
Health & Personal Care Stores	446,4461	\$3,603,086	\$4,071,845	-468,759	-6.1	7
Gasoline Stations	447,4471	\$24,439,594	\$55,105,634	-30,666,040	-38.6	11
Clothing & Clothing Accessories Stores	448	\$3,156,410	\$5,354,597	-2,198,187	-25.8	14
Clothing Stores	4481	\$2,249,623	\$4,111,368	-1,861,745	-29.3	9
Shoe Stores	4482	\$454,438	\$712,345	-257,907	-22.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$452,349	\$530,883	-78,535	-8.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$929,042	\$967,732	-38,690	-2.0	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$922,353	\$967,732	-45,379	-2.4	7
Book, Periodical & Music Stores	4512	\$6,689	\$0	6,689	100.0	0
General Merchandise Stores	452	\$21,903,526	\$54,246,068	-32,342,542	-42.5	6
Department Stores Excluding Leased Depts.	4521	\$16,379,887	\$38,947,969	-22,568,082	-40.8	3
Other General Merchandise Stores	4529	\$5,523,639	\$15,298,099	-9,774,460	-46.9	3
Miscellaneous Store Retailers	453	\$1,974,177	\$2,538,613	-564,437	-12.5	17
Florists	4531	\$176,066	\$454,686	-278,620	-44.2	4
Office Supplies, Stationery & Gift Stores	4532	\$534,814	\$479,022	55,792	5.5	4
Used Merchandise Stores	4533	\$420,590	\$274,650	145,940	21.0	3
Other Miscellaneous Store Retailers	4539	\$842,707	\$1,330,255	-487,548	-22.4	6
Nonstore Retailers	454	\$1,185,218	\$1,401,877	-216,659	-8.4	2
Electronic Shopping & Mail-Order Houses	4541	\$5,107	\$0	5,107	100.0	0
Vending Machine Operators	4542	\$764,605	\$1,401,877	-637,272	-29.4	2
Direct Selling Establishments	4543	\$415,505	\$0	415,505	100.0	0
Food Services & Drinking Places	722	\$19,498,877	\$35,280,326	-15,781,449	-28.8	47
Full-Service Restaurants	7221	\$7,412,855	\$13,239,844	-5,826,989	-28.2	30
Limited-Service Eating Places	7222	\$11,583,596	\$21,577,170	-9,993,574	-30.1	15
Special Food Services	7223	\$5,438	\$0	5,438	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$496,987	\$463,312	33,675	3.5	2

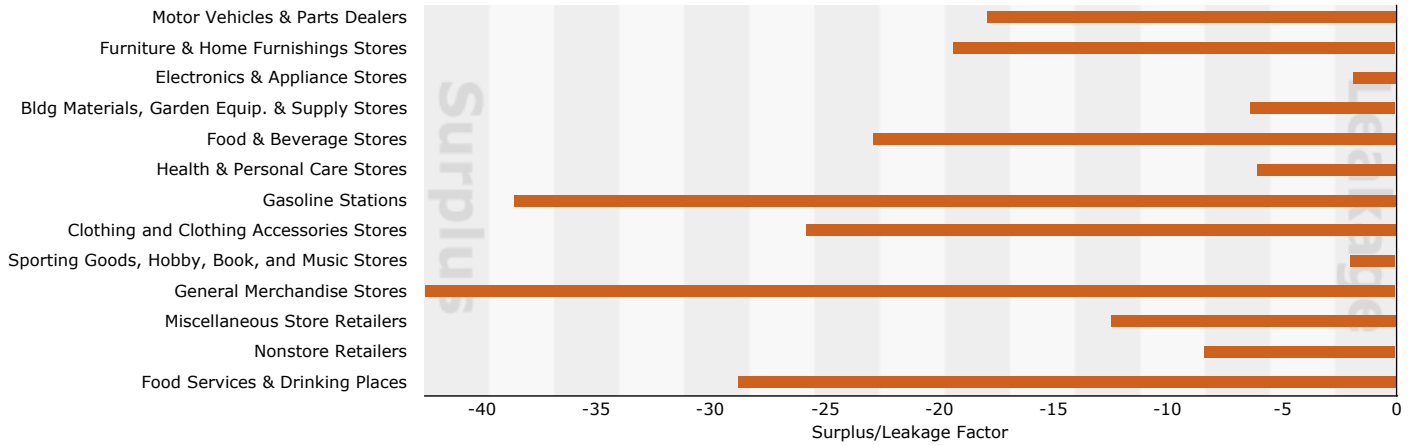
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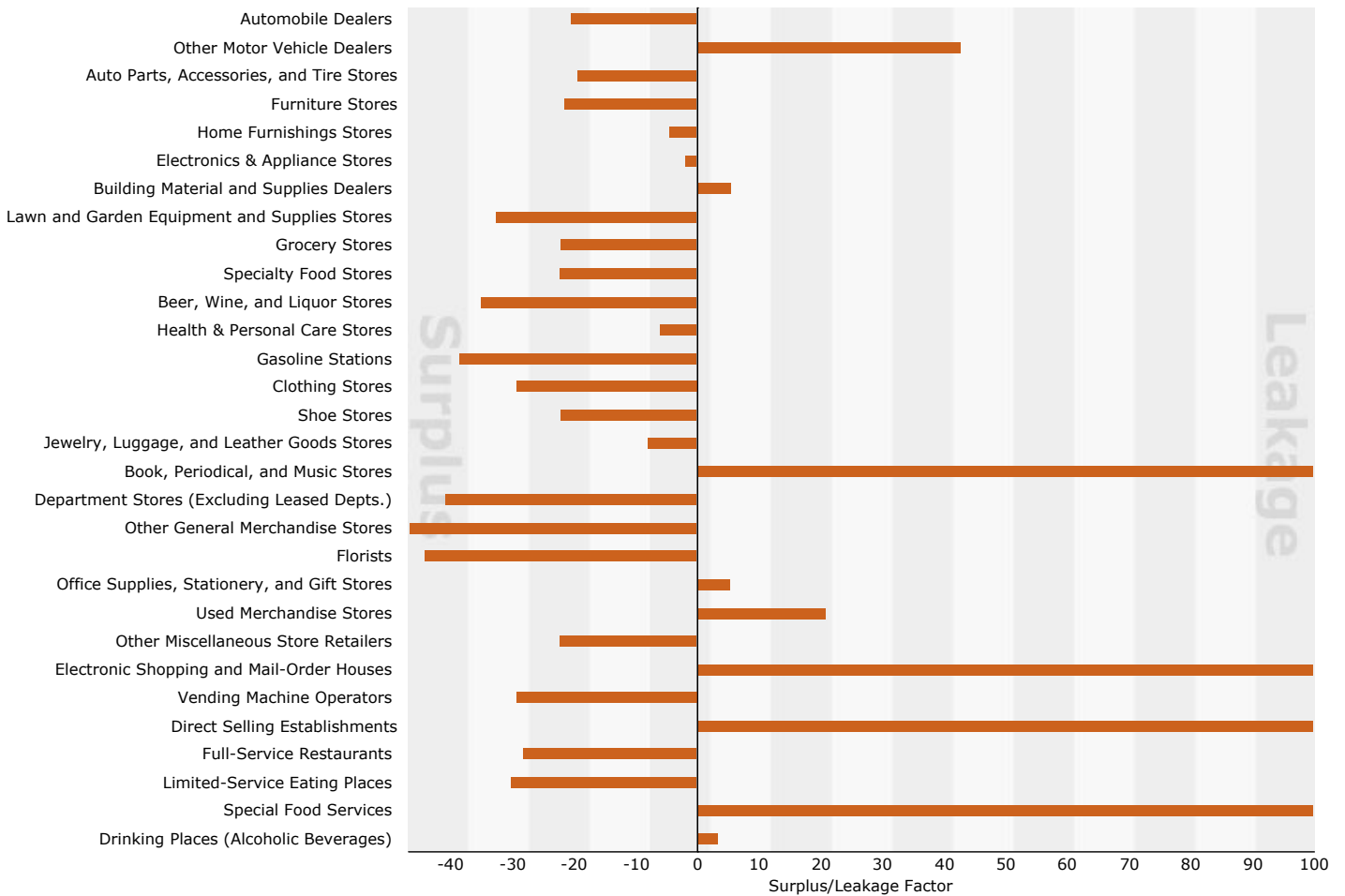
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 100 S Dumas Ave, Dumas, TX, 79029,
 Ring: 15 miles radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





2015 Retail MarketPlace Forecast

Local Trade Area
 100 S Dumas Ave, Dumas, TX, 79029,
 Ring: 40 miles radius

Prepared by Mike Running, Director

Latitude: 35.865283
 Longitude: -101.973261

Summary Demographics						
2015 Population						61,281
2015 Households						21,676
2015 Per Capita Income						\$20,558
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	\$477,455,991	\$574,395,081	-96,939,090	-9.2	543
Total Retail Trade	44-45	\$415,885,427	\$510,731,987	-94,846,560	-10.2	409
Total Food & Drink	722	\$61,570,564	\$63,663,094	-2,092,530	-1.7	134
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$97,753,000	\$104,403,605	-6,650,606	-3.3	66
Automobile Dealers	4411	\$84,658,161	\$95,790,775	-11,132,614	-6.2	33
Other Motor Vehicle Dealers	4412	\$6,458,841	\$1,524,105	4,934,736	61.8	7
Auto Parts, Accessories & Tire Stores	4413	\$6,635,997	\$7,088,725	-452,728	-3.3	26
Furniture & Home Furnishings Stores	442	\$11,385,854	\$12,649,084	-1,263,229	-5.3	16
Furniture Stores	4421	\$8,696,304	\$10,704,801	-2,008,497	-10.4	9
Home Furnishings Stores	4422	\$2,689,550	\$1,944,283	745,267	16.1	7
Electronics & Appliance Stores	4431	\$8,554,242	\$6,753,528	1,800,714	11.8	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,406,283	\$13,942,859	3,463,425	11.0	49
Bldg Material & Supplies Dealers	4441	\$13,008,444	\$8,610,184	4,398,260	20.3	29
Lawn & Garden Equip & Supply Stores	4442	\$4,397,839	\$5,332,675	-934,836	-9.6	19
Food & Beverage Stores	445	\$87,664,851	\$109,947,354	-22,282,503	-11.3	57
Grocery Stores	4451	\$81,254,239	\$96,803,226	-15,548,987	-8.7	34
Specialty Food Stores	4452	\$3,014,198	\$7,266,450	-4,252,251	-41.4	6
Beer, Wine & Liquor Stores	4453	\$3,396,414	\$5,877,678	-2,481,265	-26.8	16
Health & Personal Care Stores	446,4461	\$14,380,571	\$22,930,189	-8,549,618	-22.9	21
Gasoline Stations	447,4471	\$75,083,194	\$103,341,539	-28,258,345	-15.8	27
Clothing & Clothing Accessories Stores	448	\$9,922,335	\$8,070,721	1,851,614	10.3	29
Clothing Stores	4481	\$8,145,260	\$6,567,902	1,577,358	10.7	22
Shoe Stores	4482	\$691,199	\$717,892	-26,693	-1.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,085,876	\$784,927	300,950	16.1	5
Sporting Goods, Hobby, Book & Music Stores	451	\$4,330,594	\$3,497,674	832,920	10.6	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,749,403	\$2,075,694	673,709	14.0	23
Book, Periodical & Music Stores	4512	\$1,581,191	\$1,421,980	159,211	5.3	2
General Merchandise Stores	452	\$77,231,926	\$116,052,904	-38,820,978	-20.1	32
Department Stores Excluding Leased Depts.	4521	\$39,588,112	\$58,312,454	-18,724,342	-19.1	11
Other General Merchandise Stores	4529	\$37,643,814	\$57,740,450	-20,096,636	-21.1	21
Miscellaneous Store Retailers	453	\$6,037,878	\$6,092,218	-54,340	-0.4	53
Florists	4531	\$914,802	\$1,283,187	-368,385	-16.8	13
Office Supplies, Stationery & Gift Stores	4532	\$2,350,465	\$2,204,445	146,020	3.2	15
Used Merchandise Stores	4533	\$810,890	\$514,426	296,464	22.4	11
Other Miscellaneous Store Retailers	4539	\$1,961,722	\$2,090,160	-128,438	-3.2	14
Nonstore Retailers	454	\$6,134,699	\$3,050,314	3,084,386	33.6	7
Electronic Shopping & Mail-Order Houses	4541	\$1,709,221	\$756,920	952,301	38.6	1
Vending Machine Operators	4542	\$1,799,939	\$1,805,656	-5,717	-0.2	4
Direct Selling Establishments	4543	\$2,625,539	\$487,738	2,137,801	68.7	2
Food Services & Drinking Places	722	\$61,570,564	\$63,663,094	-2,092,530	-1.7	134
Full-Service Restaurants	7221	\$27,686,596	\$25,659,891	2,026,704	3.8	84
Limited-Service Eating Places	7222	\$27,815,569	\$32,852,687	-5,037,118	-8.3	38
Special Food Services	7223	\$4,185,403	\$3,949,378	236,025	2.9	1
Drinking Places - Alcoholic Beverages	7224	\$1,882,996	\$1,201,138	681,858	22.1	11

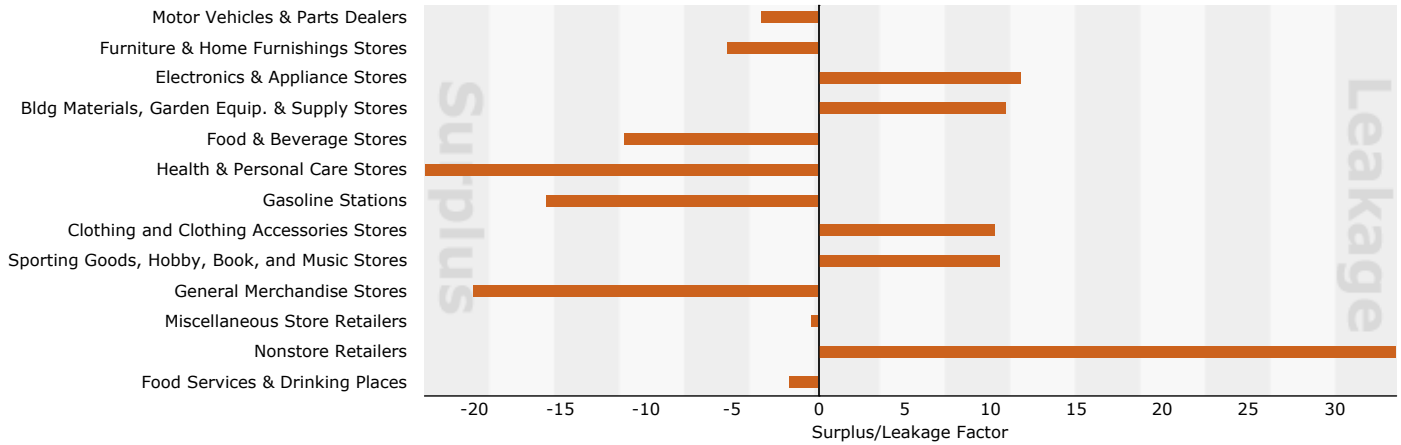
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 Ring: 40 miles radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

