



# Retail Market Potential

1909 E Interstate 20, Midland, Texas, 79701  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.97926  
 Longitude: -102.04799

Demographic Summary		2018	2023
Population		1,811	2,035
Population 18+		1,240	1,407
Households		562	630
Median Household Income		\$38,465	\$40,263

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	565	45.6%	97
Bought any women's clothing in last 12 months	473	38.1%	88
Bought clothing for child <13 years in last 6 months	359	29.0%	108
Bought any shoes in last 12 months	588	47.4%	89
Bought costume jewelry in last 12 months	208	16.8%	92
Bought any fine jewelry in last 12 months	202	16.3%	91
Bought a watch in last 12 months	184	14.8%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	415	73.8%	86
HH bought/leased new vehicle last 12 mo	30	5.3%	55
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	949	76.5%	90
Bought/changed motor oil in last 12 months	577	46.5%	98
Had tune-up in last 12 months	288	23.2%	90
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	821	66.2%	95
Drank regular cola in last 6 months	721	58.1%	131
Drank beer/ale in last 6 months	484	39.0%	92
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	66	5.3%	46
Own digital SLR camera/camcorder	49	4.0%	51
Printed digital photos in last 12 months	145	11.7%	50
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	474	38.2%	106
Have a smartphone	889	71.7%	90
Have a smartphone: Android phone (any brand)	647	52.2%	134
Have a smartphone: Apple iPhone	206	16.6%	43
Number of cell phones in household: 1	203	36.1%	117
Number of cell phones in household: 2	192	34.2%	89
Number of cell phones in household: 3+	134	23.8%	86
HH has cell phone only (no landline telephone)	355	63.2%	120
<b>Computers (Households)</b>			
HH owns a computer	286	50.9%	68
HH owns desktop computer	146	26.0%	68
HH owns laptop/notebook	200	35.6%	63
HH owns any Apple/Mac brand computer	35	6.2%	35
HH owns any PC/non-Apple brand computer	264	47.0%	75
HH purchased most recent computer in a store	134	23.8%	64
HH purchased most recent computer online	28	5.0%	37
Spent <\$500 on most recent home computer	68	12.1%	80
Spent \$500-\$999 on most recent home computer	52	9.3%	53
Spent \$1,000-\$1,499 on most recent home computer	23	4.1%	43
Spent \$1,500-\$1,999 on most recent home computer	21	3.7%	81
Spent \$2,000+ on most recent home computer	20	3.6%	88

**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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	782	63.1%	101
Bought brewed coffee at convenience store in last 30 days	169	13.6%	101
Bought cigarettes at convenience store in last 30 days	206	16.6%	152
Bought gas at convenience store in last 30 days	450	36.3%	99
Spent at convenience store in last 30 days: <\$20	69	5.6%	77
Spent at convenience store in last 30 days: \$20-\$39	107	8.6%	90
Spent at convenience store in last 30 days: \$40-\$50	99	8.0%	96
Spent at convenience store in last 30 days: \$51-\$99	65	5.2%	94
Spent at convenience store in last 30 days: \$100+	306	24.7%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	600	48.4%	81
Went to live theater in last 12 months	74	6.0%	51
Went to a bar/night club in last 12 months	159	12.8%	73
Dined out in last 12 months	354	28.5%	56
Gambled at a casino in last 12 months	133	10.7%	83
Visited a theme park in last 12 months	191	15.4%	81
Viewed movie (video-on-demand) in last 30 days	118	9.5%	52
Viewed TV show (video-on-demand) in last 30 days	85	6.9%	49
Watched any pay-per-view TV in last 12 months	135	10.9%	99
Downloaded a movie over the Internet in last 30 days	140	11.3%	124
Downloaded any individual song in last 6 months	179	14.4%	71
Watched a movie online in the last 30 days	255	20.6%	86
Watched a TV program online in last 30 days	136	11.0%	61
Played a video/electronic game (console) in last 12 months	129	10.4%	114
Played a video/electronic game (portable) in last 12 months	74	6.0%	115
<b>Financial (Adults)</b>			
Have home mortgage (1st)	183	14.8%	47
Used ATM/cash machine in last 12 months	471	38.0%	71
Own any stock	34	2.7%	38
Own U.S. savings bond	40	3.2%	67
Own shares in mutual fund (stock)	61	4.9%	71
Own shares in mutual fund (bonds)	40	3.2%	68
Have interest checking account	200	16.1%	55
Have non-interest checking account	270	21.8%	74
Have savings account	460	37.1%	64
Have 401K retirement savings plan	84	6.8%	44
Own/used any credit/debit card in last 12 months	753	60.7%	76
Avg monthly credit card expenditures: <\$111	107	8.6%	72
Avg monthly credit card expenditures: \$111-\$225	70	5.6%	79
Avg monthly credit card expenditures: \$226-\$450	55	4.4%	66
Avg monthly credit card expenditures: \$451-\$700	69	5.6%	90
Avg monthly credit card expenditures: \$701-\$1,000	45	3.6%	62
Avg monthly credit card expenditures: \$1,001+	102	8.2%	75
Did banking online in last 12 months	270	21.8%	55
Did banking on mobile device in last 12 months	170	13.7%	58
Paid bills online in last 12 months	398	32.1%	65

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	395	70.3%	102
Used bread in last 6 months	522	92.9%	99
Used chicken (fresh or frozen) in last 6 months	381	67.8%	98
Used turkey (fresh or frozen) in last 6 months	82	14.6%	95
Used fish/seafood (fresh or frozen) in last 6 months	312	55.5%	101
Used fresh fruit/vegetables in last 6 months	455	81.0%	93
Used fresh milk in last 6 months	468	83.3%	97
Used organic food in last 6 months	101	18.0%	76
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	267	21.5%	77
Exercise at club 2+ times per week	83	6.7%	46
Visited a doctor in last 12 months	832	67.1%	87
Used vitamin/dietary supplement in last 6 months	586	47.3%	87
<b>Home (Households)</b>			
Any home improvement in last 12 months	107	19.0%	68
Used housekeeper/maid/professional HH cleaning service in last 12	47	8.4%	60
Purchased low ticket HH furnishings in last 12 months	66	11.7%	70
Purchased big ticket HH furnishings in last 12 months	100	17.8%	81
Bought any small kitchen appliance in last 12 months	101	18.0%	80
Bought any large kitchen appliance in last 12 months	56	10.0%	71
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	349	28.1%	63
Carry medical/hospital/accident insurance	702	56.6%	76
Carry homeowner insurance	315	25.4%	54
Carry renter's insurance	92	7.4%	86
Have auto insurance: 1 vehicle in household covered	189	33.6%	110
Have auto insurance: 2 vehicles in household covered	125	22.2%	77
Have auto insurance: 3+ vehicles in household covered	59	10.5%	46
<b>Pets (Households)</b>			
Household owns any pet	282	50.2%	92
Household owns any cat	108	19.2%	84
Household owns any dog	222	39.5%	95
<b>Psychographics (Adults)</b>			
Buying American is important to me	473	38.1%	94
Usually buy items on credit rather than wait	157	12.7%	97
Usually buy based on quality - not price	235	19.0%	98
Price is usually more important than brand name	342	27.6%	99
Usually use coupons for brands I buy often	222	17.9%	100
Am interested in how to help the environment	265	21.4%	117
Usually pay more for environ safe product	225	18.1%	127
Usually value green products over convenience	192	15.5%	137
Likely to buy a brand that supports a charity	434	35.0%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	71	5.7%	43
Bought hardcover book in last 12 months	151	12.2%	61
Bought paperback book in last 12 month	186	15.0%	52
Read any daily newspaper (paper version)	254	20.5%	99
Read any digital newspaper in last 30 days	356	28.7%	76
Read any magazine (paper/electronic version) in last 6 months	1,044	84.2%	93

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	849	68.5%	91
Went to family restaurant/steak house: 4+ times a month	324	26.1%	97
Went to fast food/drive-in restaurant in last 6 months	1,106	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	494	39.8%	101
Fast food/drive-in last 6 months: eat in	406	32.7%	89
Fast food/drive-in last 6 months: home delivery	116	9.4%	111
Fast food/drive-in last 6 months: take-out/drive-thru	524	42.3%	89
Fast food/drive-in last 6 months: take-out/walk-in	216	17.4%	83
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	395	31.9%	70
Own any e-reader	35	2.8%	38
Own e-reader/tablet: iPad	159	12.8%	48
HH has Internet connectable TV	97	17.3%	67
Own any portable MP3 player	165	13.3%	62
HH owns 1 TV	137	24.4%	116
HH owns 2 TVs	168	29.9%	111
HH owns 3 TVs	106	18.9%	90
HH owns 4+ TVs	71	12.6%	71
HH subscribes to cable TV	247	44.0%	99
HH subscribes to fiber optic	38	6.8%	85
HH owns portable GPS navigation device	82	14.6%	59
HH purchased video game system in last 12 mos	39	6.9%	81
HH owns any Internet video device for TV	66	11.7%	58
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	350	28.2%	54
Took 3+ domestic non-business trips in last 12 months	59	4.8%	40
Spent on domestic vacations in last 12 months: <\$1,000	89	7.2%	66
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	66	5.3%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	47	3.8%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	34	2.7%	72
Spent on domestic vacations in last 12 months: \$3,000+	55	4.4%	71
Domestic travel in the 12 months: used general travel website	50	4.0%	58
Foreign travel in last 3 years	167	13.5%	51
Took 3+ foreign trips by plane in last 3 years	49	4.0%	82
Spent on foreign vacations in last 12 months: <\$1,000	51	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	44	3.5%	94
Spent on foreign vacations in last 12 months: \$3,000+	62	5.0%	84
Foreign travel in last 3 years: used general travel website	38	3.1%	51
Nights spent in hotel/motel in last 12 months: any	297	24.0%	55
Took cruise of more than one day in last 3 years	39	3.1%	37
Member of any frequent flyer program	50	4.0%	23
Member of any hotel rewards program	57	4.6%	27

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Demographic Summary		2018	2023
Population		10,579	11,742
Population 18+		7,411	8,290
Households		3,246	3,604
Median Household Income		\$38,162	\$41,350

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,482	47.0%	100
Bought any women's clothing in last 12 months	3,110	42.0%	97
Bought clothing for child <13 years in last 6 months	2,290	30.9%	115
Bought any shoes in last 12 months	3,877	52.3%	98
Bought costume jewelry in last 12 months	1,327	17.9%	98
Bought any fine jewelry in last 12 months	1,282	17.3%	97
Bought a watch in last 12 months	1,218	16.4%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,523	77.7%	91
HH bought/leased new vehicle last 12 mo	247	7.6%	79
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,863	79.1%	93
Bought/changed motor oil in last 12 months	3,600	48.6%	102
Had tune-up in last 12 months	1,597	21.5%	84
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,106	68.9%	99
Drank regular cola in last 6 months	4,187	56.5%	128
Drank beer/ale in last 6 months	2,957	39.9%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	435	5.9%	50
Own digital SLR camera/camcorder	367	5.0%	64
Printed digital photos in last 12 months	1,055	14.2%	61
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,904	39.2%	109
Have a smartphone	5,604	75.6%	95
Have a smartphone: Android phone (any brand)	3,738	50.4%	130
Have a smartphone: Apple iPhone	1,623	21.9%	57
Number of cell phones in household: 1	1,026	31.6%	103
Number of cell phones in household: 2	1,095	33.7%	88
Number of cell phones in household: 3+	953	29.4%	106
HH has cell phone only (no landline telephone)	2,143	66.0%	126
<b>Computers (Households)</b>			
HH owns a computer	1,797	55.4%	74
HH owns desktop computer	869	26.8%	70
HH owns laptop/notebook	1,308	40.3%	71
HH owns any Apple/Mac brand computer	279	8.6%	48
HH owns any PC/non-Apple brand computer	1,595	49.1%	78
HH purchased most recent computer in a store	825	25.4%	69
HH purchased most recent computer online	193	5.9%	44
Spent <\$500 on most recent home computer	392	12.1%	80
Spent \$500-\$999 on most recent home computer	352	10.8%	62
Spent \$1,000-\$1,499 on most recent home computer	177	5.5%	57
Spent \$1,500-\$1,999 on most recent home computer	104	3.2%	69
Spent \$2,000+ on most recent home computer	106	3.3%	81

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	4,490	60.6%	97
Bought brewed coffee at convenience store in last 30 days	925	12.5%	92
Bought cigarettes at convenience store in last 30 days	887	12.0%	110
Bought gas at convenience store in last 30 days	2,594	35.0%	95
Spent at convenience store in last 30 days: <\$20	448	6.0%	84
Spent at convenience store in last 30 days: \$20-\$39	616	8.3%	87
Spent at convenience store in last 30 days: \$40-\$50	631	8.5%	103
Spent at convenience store in last 30 days: \$51-\$99	401	5.4%	97
Spent at convenience store in last 30 days: \$100+	1,655	22.3%	101
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,965	53.5%	90
Went to live theater in last 12 months	476	6.4%	55
Went to a bar/night club in last 12 months	939	12.7%	73
Dined out in last 12 months	2,313	31.2%	61
Gambled at a casino in last 12 months	841	11.3%	88
Visited a theme park in last 12 months	1,260	17.0%	90
Viewed movie (video-on-demand) in last 30 days	604	8.2%	45
Viewed TV show (video-on-demand) in last 30 days	445	6.0%	43
Watched any pay-per-view TV in last 12 months	739	10.0%	91
Downloaded a movie over the Internet in last 30 days	818	11.0%	122
Downloaded any individual song in last 6 months	1,235	16.7%	83
Watched a movie online in the last 30 days	1,494	20.2%	84
Watched a TV program online in last 30 days	801	10.8%	60
Played a video/electronic game (console) in last 12 months	621	8.4%	92
Played a video/electronic game (portable) in last 12 months	386	5.2%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,271	17.2%	54
Used ATM/cash machine in last 12 months	3,127	42.2%	79
Own any stock	274	3.7%	51
Own U.S. savings bond	223	3.0%	62
Own shares in mutual fund (stock)	314	4.2%	61
Own shares in mutual fund (bonds)	222	3.0%	63
Have interest checking account	1,291	17.4%	59
Have non-interest checking account	1,737	23.4%	79
Have savings account	3,121	42.1%	72
Have 401K retirement savings plan	557	7.5%	48
Own/used any credit/debit card in last 12 months	4,849	65.4%	82
Avg monthly credit card expenditures: <\$111	637	8.6%	71
Avg monthly credit card expenditures: \$111-\$225	425	5.7%	80
Avg monthly credit card expenditures: \$226-\$450	354	4.8%	71
Avg monthly credit card expenditures: \$451-\$700	379	5.1%	82
Avg monthly credit card expenditures: \$701-\$1,000	313	4.2%	73
Avg monthly credit card expenditures: \$1,001+	542	7.3%	67
Did banking online in last 12 months	1,876	25.3%	64
Did banking on mobile device in last 12 months	1,242	16.8%	71
Paid bills online in last 12 months	2,641	35.6%	72

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,322	71.5%	104
Used bread in last 6 months	3,019	93.0%	99
Used chicken (fresh or frozen) in last 6 months	2,277	70.1%	102
Used turkey (fresh or frozen) in last 6 months	453	14.0%	91
Used fish/seafood (fresh or frozen) in last 6 months	1,879	57.9%	106
Used fresh fruit/vegetables in last 6 months	2,708	83.4%	96
Used fresh milk in last 6 months	2,707	83.4%	97
Used organic food in last 6 months	676	20.8%	88
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,678	22.6%	81
Exercise at club 2+ times per week	643	8.7%	60
Visited a doctor in last 12 months	5,000	67.5%	88
Used vitamin/dietary supplement in last 6 months	3,734	50.4%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	714	22.0%	79
Used housekeeper/maid/professional HH cleaning service in last 12	312	9.6%	69
Purchased low ticket HH furnishings in last 12 months	439	13.5%	81
Purchased big ticket HH furnishings in last 12 months	636	19.6%	89
Bought any small kitchen appliance in last 12 months	560	17.3%	77
Bought any large kitchen appliance in last 12 months	331	10.2%	72
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,957	26.4%	59
Carry medical/hospital/accident insurance	4,227	57.0%	76
Carry homeowner insurance	1,915	25.8%	55
Carry renter's insurance	531	7.2%	83
Have auto insurance: 1 vehicle in household covered	1,027	31.6%	103
Have auto insurance: 2 vehicles in household covered	835	25.7%	89
Have auto insurance: 3+ vehicles in household covered	449	13.8%	61
<b>Pets (Households)</b>			
Household owns any pet	1,544	47.6%	87
Household owns any cat	528	16.3%	71
Household owns any dog	1,252	38.6%	93
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,611	35.2%	87
Usually buy items on credit rather than wait	820	11.1%	85
Usually buy based on quality - not price	1,269	17.1%	89
Price is usually more important than brand name	1,978	26.7%	96
Usually use coupons for brands I buy often	1,256	16.9%	95
Am interested in how to help the environment	1,693	22.8%	125
Usually pay more for environ safe product	1,331	18.0%	126
Usually value green products over convenience	1,104	14.9%	131
Likely to buy a brand that supports a charity	2,727	36.8%	106
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	529	7.1%	54
Bought hardcover book in last 12 months	979	13.2%	66
Bought paperback book in last 12 month	1,307	17.6%	61
Read any daily newspaper (paper version)	1,211	16.3%	79
Read any digital newspaper in last 30 days	2,051	27.7%	74
Read any magazine (paper/electronic version) in last 6 months	6,126	82.7%	91

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# Retail Market Potential

1909 E Interstate 20, Midland, Texas, 79701  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.97926  
 Longitude: -102.04799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,192	70.1%	93
Went to family restaurant/steak house: 4+ times a month	1,918	25.9%	96
Went to fast food/drive-in restaurant in last 6 months	6,613	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	2,881	38.9%	98
Fast food/drive-in last 6 months: eat in	2,633	35.5%	97
Fast food/drive-in last 6 months: home delivery	780	10.5%	125
Fast food/drive-in last 6 months: take-out/drive-thru	3,012	40.6%	86
Fast food/drive-in last 6 months: take-out/walk-in	1,175	15.9%	75
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,540	34.3%	75
Own any e-reader	258	3.5%	47
Own e-reader/tablet: iPad	1,188	16.0%	60
HH has Internet connectable TV	615	18.9%	73
Own any portable MP3 player	1,151	15.5%	72
HH owns 1 TV	796	24.5%	117
HH owns 2 TVs	939	28.9%	107
HH owns 3 TVs	636	19.6%	93
HH owns 4+ TVs	375	11.6%	65
HH subscribes to cable TV	1,324	40.8%	91
HH subscribes to fiber optic	160	4.9%	62
HH owns portable GPS navigation device	541	16.7%	67
HH purchased video game system in last 12 mos	238	7.3%	86
HH owns any Internet video device for TV	436	13.4%	66
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,447	33.0%	63
Took 3+ domestic non-business trips in last 12 months	442	6.0%	50
Spent on domestic vacations in last 12 months: <\$1,000	490	6.6%	61
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	375	5.1%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	258	3.5%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	199	2.7%	70
Spent on domestic vacations in last 12 months: \$3,000+	312	4.2%	67
Domestic travel in the 12 months: used general travel website	350	4.7%	68
Foreign travel in last 3 years	1,376	18.6%	70
Took 3+ foreign trips by plane in last 3 years	268	3.6%	75
Spent on foreign vacations in last 12 months: <\$1,000	294	4.0%	85
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	271	3.7%	97
Spent on foreign vacations in last 12 months: \$3,000+	361	4.9%	82
Foreign travel in last 3 years: used general travel website	311	4.2%	70
Nights spent in hotel/motel in last 12 months: any	2,039	27.5%	63
Took cruise of more than one day in last 3 years	291	3.9%	46
Member of any frequent flyer program	455	6.1%	35
Member of any hotel rewards program	460	6.2%	37

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# Retail Market Potential

1909 E Interstate 20, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
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Demographic Summary		2018	2023
Population		28,872	31,650
Population 18+		20,333	22,394
Households		9,340	10,219
Median Household Income		\$40,926	\$45,560

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,506	46.8%	99
Bought any women's clothing in last 12 months	8,749	43.0%	99
Bought clothing for child <13 years in last 6 months	6,163	30.3%	113
Bought any shoes in last 12 months	10,818	53.2%	100
Bought costume jewelry in last 12 months	3,568	17.5%	97
Bought any fine jewelry in last 12 months	3,465	17.0%	95
Bought a watch in last 12 months	3,533	17.4%	110
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,499	80.3%	94
HH bought/leased new vehicle last 12 mo	801	8.6%	89
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	16,537	81.3%	95
Bought/changed motor oil in last 12 months	10,224	50.3%	105
Had tune-up in last 12 months	4,325	21.3%	83
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	13,948	68.6%	99
Drank regular cola in last 6 months	11,217	55.2%	125
Drank beer/ale in last 6 months	7,987	39.3%	93
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,307	6.4%	55
Own digital SLR camera/camcorder	1,085	5.3%	68
Printed digital photos in last 12 months	3,236	15.9%	68
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,854	38.6%	107
Have a smartphone	15,318	75.3%	94
Have a smartphone: Android phone (any brand)	10,048	49.4%	127
Have a smartphone: Apple iPhone	4,573	22.5%	59
Number of cell phones in household: 1	2,945	31.5%	102
Number of cell phones in household: 2	3,178	34.0%	88
Number of cell phones in household: 3+	2,719	29.1%	106
HH has cell phone only (no landline telephone)	6,111	65.4%	124
<b>Computers (Households)</b>			
HH owns a computer	5,428	58.1%	78
HH owns desktop computer	2,598	27.8%	73
HH owns laptop/notebook	3,994	42.8%	76
HH owns any Apple/Mac brand computer	832	8.9%	50
HH owns any PC/non-Apple brand computer	4,824	51.6%	82
HH purchased most recent computer in a store	2,560	27.4%	74
HH purchased most recent computer online	648	6.9%	52
Spent <\$500 on most recent home computer	1,232	13.2%	87
Spent \$500-\$999 on most recent home computer	1,167	12.5%	71
Spent \$1,000-\$1,499 on most recent home computer	534	5.7%	60
Spent \$1,500-\$1,999 on most recent home computer	301	3.2%	70
Spent \$2,000+ on most recent home computer	270	2.9%	71

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	12,219	60.1%	96
Bought brewed coffee at convenience store in last 30 days	2,495	12.3%	91
Bought cigarettes at convenience store in last 30 days	2,463	12.1%	111
Bought gas at convenience store in last 30 days	7,410	36.4%	99
Spent at convenience store in last 30 days: <\$20	1,192	5.9%	81
Spent at convenience store in last 30 days: \$20-\$39	1,789	8.8%	92
Spent at convenience store in last 30 days: \$40-\$50	1,803	8.9%	107
Spent at convenience store in last 30 days: \$51-\$99	1,133	5.6%	100
Spent at convenience store in last 30 days: \$100+	4,646	22.8%	103
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	10,865	53.4%	90
Went to live theater in last 12 months	1,338	6.6%	57
Went to a bar/night club in last 12 months	2,539	12.5%	71
Dined out in last 12 months	6,801	33.4%	66
Gambled at a casino in last 12 months	2,275	11.2%	86
Visited a theme park in last 12 months	3,281	16.1%	85
Viewed movie (video-on-demand) in last 30 days	1,742	8.6%	47
Viewed TV show (video-on-demand) in last 30 days	1,245	6.1%	44
Watched any pay-per-view TV in last 12 months	1,973	9.7%	88
Downloaded a movie over the Internet in last 30 days	2,137	10.5%	116
Downloaded any individual song in last 6 months	3,414	16.8%	83
Watched a movie online in the last 30 days	4,045	19.9%	83
Watched a TV program online in last 30 days	2,295	11.3%	63
Played a video/electronic game (console) in last 12 months	1,738	8.5%	94
Played a video/electronic game (portable) in last 12 months	1,061	5.2%	101
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,850	18.9%	60
Used ATM/cash machine in last 12 months	8,991	44.2%	83
Own any stock	797	3.9%	54
Own U.S. savings bond	658	3.2%	67
Own shares in mutual fund (stock)	785	3.9%	56
Own shares in mutual fund (bonds)	546	2.7%	56
Have interest checking account	3,848	18.9%	64
Have non-interest checking account	5,161	25.4%	86
Have savings account	9,180	45.1%	77
Have 401K retirement savings plan	1,726	8.5%	55
Own/used any credit/debit card in last 12 months	13,707	67.4%	85
Avg monthly credit card expenditures: <\$111	1,985	9.8%	81
Avg monthly credit card expenditures: \$111-\$225	1,277	6.3%	87
Avg monthly credit card expenditures: \$226-\$450	1,094	5.4%	80
Avg monthly credit card expenditures: \$451-\$700	905	4.5%	72
Avg monthly credit card expenditures: \$701-\$1,000	822	4.0%	69
Avg monthly credit card expenditures: \$1,001+	1,269	6.2%	57
Did banking online in last 12 months	5,234	25.7%	65
Did banking on mobile device in last 12 months	3,444	16.9%	72
Paid bills online in last 12 months	7,404	36.4%	74

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,707	71.8%	105
Used bread in last 6 months	8,711	93.3%	100
Used chicken (fresh or frozen) in last 6 months	6,561	70.2%	102
Used turkey (fresh or frozen) in last 6 months	1,324	14.2%	93
Used fish/seafood (fresh or frozen) in last 6 months	5,311	56.9%	104
Used fresh fruit/vegetables in last 6 months	7,899	84.6%	97
Used fresh milk in last 6 months	7,828	83.8%	97
Used organic food in last 6 months	1,921	20.6%	87
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,611	22.7%	81
Exercise at club 2+ times per week	1,873	9.2%	64
Visited a doctor in last 12 months	14,122	69.5%	90
Used vitamin/dietary supplement in last 6 months	10,366	51.0%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,260	24.2%	87
Used housekeeper/maid/professional HH cleaning service in last 12	878	9.4%	67
Purchased low ticket HH furnishings in last 12 months	1,386	14.8%	89
Purchased big ticket HH furnishings in last 12 months	1,829	19.6%	89
Bought any small kitchen appliance in last 12 months	1,719	18.4%	82
Bought any large kitchen appliance in last 12 months	1,011	10.8%	77
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,948	29.3%	66
Carry medical/hospital/accident insurance	12,202	60.0%	80
Carry homeowner insurance	5,993	29.5%	62
Carry renter's insurance	1,384	6.8%	79
Have auto insurance: 1 vehicle in household covered	2,956	31.6%	103
Have auto insurance: 2 vehicles in household covered	2,527	27.1%	94
Have auto insurance: 3+ vehicles in household covered	1,446	15.5%	68
<b>Pets (Households)</b>			
Household owns any pet	4,729	50.6%	93
Household owns any cat	1,620	17.3%	75
Household owns any dog	3,904	41.8%	100
<b>Psychographics (Adults)</b>			
Buying American is important to me	7,560	37.2%	92
Usually buy items on credit rather than wait	2,226	10.9%	84
Usually buy based on quality - not price	3,394	16.7%	86
Price is usually more important than brand name	5,526	27.2%	97
Usually use coupons for brands I buy often	3,542	17.4%	97
Am interested in how to help the environment	4,437	21.8%	120
Usually pay more for environ safe product	3,489	17.2%	120
Usually value green products over convenience	2,917	14.3%	127
Likely to buy a brand that supports a charity	7,474	36.8%	106
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,524	7.5%	56
Bought hardcover book in last 12 months	2,721	13.4%	67
Bought paperback book in last 12 month	3,868	19.0%	66
Read any daily newspaper (paper version)	3,402	16.7%	81
Read any digital newspaper in last 30 days	5,620	27.6%	73
Read any magazine (paper/electronic version) in last 6 months	17,093	84.1%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	14,391	70.8%	94
Went to family restaurant/steak house: 4+ times a month	5,308	26.1%	97
Went to fast food/drive-in restaurant in last 6 months	18,284	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	7,878	38.7%	98
Fast food/drive-in last 6 months: eat in	7,460	36.7%	100
Fast food/drive-in last 6 months: home delivery	2,103	10.3%	123
Fast food/drive-in last 6 months: take-out/drive-thru	8,577	42.2%	89
Fast food/drive-in last 6 months: take-out/walk-in	3,306	16.3%	77
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	7,087	34.9%	76
Own any e-reader	822	4.0%	55
Own e-reader/tablet: iPad	3,244	16.0%	60
HH has Internet connectable TV	1,870	20.0%	77
Own any portable MP3 player	3,216	15.8%	74
HH owns 1 TV	2,178	23.3%	111
HH owns 2 TVs	2,718	29.1%	108
HH owns 3 TVs	1,823	19.5%	93
HH owns 4+ TVs	1,149	12.3%	69
HH subscribes to cable TV	3,595	38.5%	86
HH subscribes to fiber optic	392	4.2%	53
HH owns portable GPS navigation device	1,666	17.8%	72
HH purchased video game system in last 12 mos	719	7.7%	90
HH owns any Internet video device for TV	1,329	14.2%	70
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	7,010	34.5%	66
Took 3+ domestic non-business trips in last 12 months	1,368	6.7%	57
Spent on domestic vacations in last 12 months: <\$1,000	1,453	7.1%	66
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	898	4.4%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	661	3.3%	83
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	517	2.5%	67
Spent on domestic vacations in last 12 months: \$3,000+	794	3.9%	62
Domestic travel in the 12 months: used general travel website	937	4.6%	67
Foreign travel in last 3 years	3,729	18.3%	69
Took 3+ foreign trips by plane in last 3 years	582	2.9%	60
Spent on foreign vacations in last 12 months: <\$1,000	752	3.7%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	619	3.0%	81
Spent on foreign vacations in last 12 months: \$3,000+	780	3.8%	65
Foreign travel in last 3 years: used general travel website	852	4.2%	69
Nights spent in hotel/motel in last 12 months: any	5,802	28.5%	65
Took cruise of more than one day in last 3 years	791	3.9%	45
Member of any frequent flyer program	1,207	5.9%	34
Member of any hotel rewards program	1,317	6.5%	39

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