



# Restaurant Market Potential

211 N Main St, Midland, Texas, 79701  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99900  
 Longitude: -102.07446

Demographic Summary	2017	2022
Population	9,725	10,485
Population 18+	6,975	7,555
Households	3,207	3,461
Median Household Income	\$38,900	\$42,444

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	4,477	64.2%	86
Went to family restaurant/steak house 4+ times/mo	1,676	24.0%	88
Spent at family rest/steak hse last 6 months: <\$31	558	8.0%	105
Spent at family rest/steak hse last 6 months: \$31-50	435	6.2%	72
Spent at family rest/steak hse last 6 months: \$51-100	825	11.8%	80
Spent at family rest/steak hse last 6 months: \$101-200	583	8.4%	75
Spent at family rest/steak hse last 6 months: \$201-300	283	4.1%	86
Spent at family rest/steak hse last 6 months: \$301+	367	5.3%	86
Family restaurant/steak house last 6 months: breakfast	708	10.2%	80
Family restaurant/steak house last 6 months: lunch	1,203	17.2%	91
Family restaurant/steak house last 6 months: dinner	2,575	36.9%	80
Family restaurant/steak house last 6 months: snack	132	1.9%	99
Family restaurant/steak house last 6 months: weekday	1,454	20.8%	68
Family restaurant/steak house last 6 months: weekend	2,528	36.2%	87
Fam rest/steak hse/6 months: Applebee`s	1,185	17.0%	75
Fam rest/steak hse/6 months: Bob Evans Farms	250	3.6%	97
Fam rest/steak hse/6 months: Buffalo Wild Wings	704	10.1%	105
Fam rest/steak hse/6 months: California Pizza Kitchen	176	2.5%	79
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	174	2.5%	75
Fam rest/steak hse/6 months: The Cheesecake Factory	226	3.2%	52
Fam rest/steak hse/6 months: Chili`s Grill & Bar	704	10.1%	91
Fam rest/steak hse/6 months: CiCi`s Pizza	588	8.4%	214
Fam rest/steak hse/6 months: Cracker Barrel	440	6.3%	61
Fam rest/steak hse/6 months: Denny`s	738	10.6%	119
Fam rest/steak hse/6 months: Golden Corral	807	11.6%	154
Fam rest/steak hse/6 months: IHOP	631	9.0%	86
Fam rest/steak hse/6 months: Logan`s Roadhouse	304	4.4%	117
Fam rest/steak hse/6 months: LongHorn Steakhouse	270	3.9%	79
Fam rest/steak hse/6 months: Olive Garden	974	14.0%	82
Fam rest/steak hse/6 months: Outback Steakhouse	381	5.5%	60
Fam rest/steak hse/6 months: Red Lobster	795	11.4%	99
Fam rest/steak hse/6 months: Red Robin	400	5.7%	88
Fam rest/steak hse/6 months: Ruby Tuesday	240	3.4%	59
Fam rest/steak hse/6 months: Texas Roadhouse	535	7.7%	95
Fam rest/steak hse/6 months: T.G.I. Friday`s	330	4.7%	68
Fam rest/steak hse/6 months: Waffle House	433	6.2%	114
Went to fast food/drive-in restaurant in last 6 mo	6,201	88.9%	99
Went to fast food/drive-in restaurant 9+ times/mo	2,797	40.1%	102
Spent at fast food/drive-in last 6 months: <\$11	253	3.6%	80
Spent at fast food/drive-in last 6 months: \$11-\$20	673	9.6%	116
Spent at fast food/drive-in last 6 months: \$21-\$40	912	13.1%	104
Spent at fast food/drive-in last 6 months: \$41-\$50	447	6.4%	82
Spent at fast food/drive-in last 6 months: \$51-\$100	1,127	16.2%	97
Spent at fast food/drive-in last 6 months: \$101-\$200	698	10.0%	91
Spent at fast food/drive-in last 6 months: \$201+	562	8.1%	81

**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 2017 and 2022.

June 02, 2018



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211 N Main St, Midland, Texas, 79701  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,657	38.1%	104
Fast food/drive-in last 6 months: home delivery	615	8.8%	114
Fast food/drive-in last 6 months: take-out/drive-thru	3,015	43.2%	94
Fast food/drive-in last 6 months: take-out/walk-in	1,062	15.2%	76
Fast food/drive-in last 6 months: breakfast	2,071	29.7%	91
Fast food/drive-in last 6 months: lunch	3,007	43.1%	87
Fast food/drive-in last 6 months: dinner	2,857	41.0%	91
Fast food/drive-in last 6 months: snack	847	12.1%	101
Fast food/drive-in last 6 months: weekday	3,467	49.7%	85
Fast food/drive-in last 6 months: weekend	3,311	47.5%	103
Fast food/drive-in last 6 months: A & W	199	2.9%	106
Fast food/drive-in last 6 months: Arby`s	1,004	14.4%	89
Fast food/drive-in last 6 months: Baskin-Robbins	244	3.5%	104
Fast food/drive-in last 6 months: Boston Market	208	3.0%	86
Fast food/drive-in last 6 months: Burger King	2,247	32.2%	109
Fast food/drive-in last 6 months: Captain D`s	203	2.9%	83
Fast food/drive-in last 6 months: Carl`s Jr.	259	3.7%	66
Fast food/drive-in last 6 months: Checkers	228	3.3%	104
Fast food/drive-in last 6 months: Chick-fil-A	1,088	15.6%	82
Fast food/drive-in last 6 months: Chipotle Mex. Grill	559	8.0%	67
Fast food/drive-in last 6 months: Chuck E. Cheese`s	331	4.7%	147
Fast food/drive-in last 6 months: Church`s Fr. Chicken	974	14.0%	391
Fast food/drive-in last 6 months: Cold Stone Creamery	176	2.5%	89
Fast food/drive-in last 6 months: Dairy Queen	1,038	14.9%	100
Fast food/drive-in last 6 months: Del Taco	347	5.0%	140
Fast food/drive-in last 6 months: Domino`s Pizza	1,130	16.2%	134
Fast food/drive-in last 6 months: Dunkin` Donuts	490	7.0%	56
Fast food/drive-in last 6 months: Hardee`s	346	5.0%	88
Fast food/drive-in last 6 months: Jack in the Box	729	10.5%	125
Fast food/drive-in last 6 months: KFC	1,450	20.8%	99
Fast food/drive-in last 6 months: Krispy Kreme	297	4.3%	85
Fast food/drive-in last 6 months: Little Caesars	1,476	21.2%	178
Fast food/drive-in last 6 months: Long John Silver`s	475	6.8%	154
Fast food/drive-in last 6 months: McDonald`s	3,615	51.8%	97
Went to Panda Express in last 6 months	435	6.2%	77
Fast food/drive-in last 6 months: Panera Bread	586	8.4%	73
Fast food/drive-in last 6 months: Papa John`s	593	8.5%	99
Fast food/drive-in last 6 months: Papa Murphy`s	317	4.5%	94
Fast food/drive-in last 6 months: Pizza Hut	1,645	23.6%	122
Fast food/drive-in last 6 months: Popeyes Chicken	523	7.5%	95
Fast food/drive-in last 6 months: Quiznos	171	2.5%	101
Fast food/drive-in last 6 months: Sonic Drive-In	711	10.2%	91
Fast food/drive-in last 6 months: Starbucks	689	9.9%	62
Fast food/drive-in last 6 months: Steak `n Shake	431	6.2%	116
Fast food/drive-in last 6 months: Subway	1,846	26.5%	85
Fast food/drive-in last 6 months: Taco Bell	2,005	28.7%	95
Fast food/drive-in last 6 months: Wendy`s	1,648	23.6%	87
Fast food/drive-in last 6 months: Whataburger	900	12.9%	293
Fast food/drive-in last 6 months: White Castle	194	2.8%	88

**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 2017 and 2022.



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Went to fine dining restaurant last month	431	6.2%	58
Went to fine dining restaurant 3+ times last month	154	2.2%	71
Spent at fine dining rest in last 6 months: <\$51	104	1.5%	79
Spent at fine dining rest in last 6 months: \$51-\$100	199	2.9%	84
Spent at fine dining rest in last 6 months: \$101-\$200	161	2.3%	71
Spent at fine dining rest in last 6 months: \$201+	123	1.8%	53

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# Restaurant Market Potential

211 N Main St, Midland, Texas, 79701  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99900  
 Longitude: -102.07446

Demographic Summary	2017	2022
Population	37,924	41,543
Population 18+	27,016	29,740
Households	12,915	14,129
Median Household Income	\$42,331	\$46,378

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	18,142	67.2%	90
Went to family restaurant/steak house 4+ times/mo	6,727	24.9%	91
Spent at family rest/steak hse last 6 months: <\$31	2,111	7.8%	102
Spent at family rest/steak hse last 6 months: \$31-50	1,856	6.9%	80
Spent at family rest/steak hse last 6 months: \$51-100	3,495	12.9%	87
Spent at family rest/steak hse last 6 months: \$101-200	2,368	8.8%	78
Spent at family rest/steak hse last 6 months: \$201-300	1,088	4.0%	85
Spent at family rest/steak hse last 6 months: \$301+	1,465	5.4%	89
Family restaurant/steak house last 6 months: breakfast	2,922	10.8%	85
Family restaurant/steak house last 6 months: lunch	4,994	18.5%	97
Family restaurant/steak house last 6 months: dinner	10,382	38.4%	83
Family restaurant/steak house last 6 months: snack	539	2.0%	104
Family restaurant/steak house last 6 months: weekday	6,650	24.6%	80
Family restaurant/steak house last 6 months: weekend	9,939	36.8%	89
Fam rest/steak hse/6 months: Applebee`s	4,722	17.5%	77
Fam rest/steak hse/6 months: Bob Evans Farms	952	3.5%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,626	9.7%	102
Fam rest/steak hse/6 months: California Pizza Kitchen	816	3.0%	95
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	746	2.8%	83
Fam rest/steak hse/6 months: The Cheesecake Factory	1,172	4.3%	69
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,794	10.3%	94
Fam rest/steak hse/6 months: CiCi`s Pizza	2,130	7.9%	200
Fam rest/steak hse/6 months: Cracker Barrel	1,895	7.0%	67
Fam rest/steak hse/6 months: Denny`s	2,927	10.8%	122
Fam rest/steak hse/6 months: Golden Corral	2,916	10.8%	144
Fam rest/steak hse/6 months: IHOP	2,422	9.0%	85
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,043	3.9%	104
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,140	4.2%	86
Fam rest/steak hse/6 months: Olive Garden	3,898	14.4%	85
Fam rest/steak hse/6 months: Outback Steakhouse	1,730	6.4%	70
Fam rest/steak hse/6 months: Red Lobster	3,099	11.5%	100
Fam rest/steak hse/6 months: Red Robin	1,505	5.6%	86
Fam rest/steak hse/6 months: Ruby Tuesday	1,058	3.9%	68
Fam rest/steak hse/6 months: Texas Roadhouse	1,949	7.2%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,454	5.4%	77
Fam rest/steak hse/6 months: Waffle House	1,505	5.6%	102
Went to fast food/drive-in restaurant in last 6 mo	24,035	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	10,531	39.0%	99
Spent at fast food/drive-in last 6 months: <\$11	1,033	3.8%	84
Spent at fast food/drive-in last 6 months: \$11-\$20	2,481	9.2%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	3,486	12.9%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	1,926	7.1%	92
Spent at fast food/drive-in last 6 months: \$51-\$100	4,273	15.8%	95
Spent at fast food/drive-in last 6 months: \$101-\$200	2,753	10.2%	93
Spent at fast food/drive-in last 6 months: \$201+	2,160	8.0%	81

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# Restaurant Market Potential

211 N Main St, Midland, Texas, 79701  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99900  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	10,290	38.1%	104
Fast food/drive-in last 6 months: home delivery	2,273	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	11,535	42.7%	93
Fast food/drive-in last 6 months: take-out/walk-in	4,523	16.7%	83
Fast food/drive-in last 6 months: breakfast	8,011	29.7%	91
Fast food/drive-in last 6 months: lunch	12,070	44.7%	90
Fast food/drive-in last 6 months: dinner	11,166	41.3%	92
Fast food/drive-in last 6 months: snack	3,325	12.3%	102
Fast food/drive-in last 6 months: weekday	13,811	51.1%	88
Fast food/drive-in last 6 months: weekend	12,545	46.4%	101
Fast food/drive-in last 6 months: A & W	786	2.9%	108
Fast food/drive-in last 6 months: Arby`s	3,735	13.8%	85
Fast food/drive-in last 6 months: Baskin-Robbins	955	3.5%	105
Fast food/drive-in last 6 months: Boston Market	863	3.2%	92
Fast food/drive-in last 6 months: Burger King	8,135	30.1%	102
Fast food/drive-in last 6 months: Captain D`s	768	2.8%	81
Fast food/drive-in last 6 months: Carl`s Jr.	1,416	5.2%	93
Fast food/drive-in last 6 months: Checkers	894	3.3%	105
Fast food/drive-in last 6 months: Chick-fil-A	4,420	16.4%	86
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,300	8.5%	71
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,208	4.5%	139
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,157	11.7%	327
Fast food/drive-in last 6 months: Cold Stone Creamery	723	2.7%	94
Fast food/drive-in last 6 months: Dairy Queen	3,973	14.7%	98
Fast food/drive-in last 6 months: Del Taco	1,387	5.1%	144
Fast food/drive-in last 6 months: Domino`s Pizza	4,096	15.2%	125
Fast food/drive-in last 6 months: Dunkin` Donuts	2,391	8.9%	70
Fast food/drive-in last 6 months: Hardee`s	1,242	4.6%	82
Fast food/drive-in last 6 months: Jack in the Box	2,901	10.7%	128
Fast food/drive-in last 6 months: KFC	5,440	20.1%	96
Fast food/drive-in last 6 months: Krispy Kreme	1,147	4.2%	85
Fast food/drive-in last 6 months: Little Caesars	5,125	19.0%	160
Fast food/drive-in last 6 months: Long John Silver`s	1,639	6.1%	137
Fast food/drive-in last 6 months: McDonald`s	13,772	51.0%	95
Went to Panda Express in last 6 months	1,845	6.8%	84
Fast food/drive-in last 6 months: Panera Bread	2,443	9.0%	78
Fast food/drive-in last 6 months: Papa John`s	2,261	8.4%	97
Fast food/drive-in last 6 months: Papa Murphy`s	1,224	4.5%	94
Fast food/drive-in last 6 months: Pizza Hut	6,004	22.2%	115
Fast food/drive-in last 6 months: Popeyes Chicken	2,089	7.7%	98
Fast food/drive-in last 6 months: Quiznos	646	2.4%	98
Fast food/drive-in last 6 months: Sonic Drive-In	2,776	10.3%	92
Fast food/drive-in last 6 months: Starbucks	3,113	11.5%	72
Fast food/drive-in last 6 months: Steak `n Shake	1,509	5.6%	105
Fast food/drive-in last 6 months: Subway	7,438	27.5%	89
Fast food/drive-in last 6 months: Taco Bell	7,794	28.8%	95
Fast food/drive-in last 6 months: Wendy`s	6,399	23.7%	88
Fast food/drive-in last 6 months: Whataburger	2,983	11.0%	251
Fast food/drive-in last 6 months: White Castle	774	2.9%	90

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## Restaurant Market Potential

211 N Main St, Midland, Texas, 79701  
Ring: 2 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99900  
Longitude: -102.07446

Went to fine dining restaurant last month	2,092	7.7%	72
Went to fine dining restaurant 3+ times last month	728	2.7%	87
Spent at fine dining rest in last 6 months: <\$51	448	1.7%	88
Spent at fine dining rest in last 6 months: \$51-\$100	840	3.1%	92
Spent at fine dining rest in last 6 months: \$101-\$200	701	2.6%	80
Spent at fine dining rest in last 6 months: \$201+	690	2.6%	76

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# Restaurant Market Potential

211 N Main St, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99900  
 Longitude: -102.07446

Demographic Summary	2017	2022
Population	60,782	66,338
Population 18+	43,789	47,874
Households	21,019	22,904
Median Household Income	\$48,774	\$52,948

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	30,744	70.2%	94
Went to family restaurant/steak house 4+ times/mo	11,395	26.0%	95
Spent at family rest/steak hse last 6 months: <\$31	3,252	7.4%	97
Spent at family rest/steak hse last 6 months: \$31-50	3,265	7.5%	86
Spent at family rest/steak hse last 6 months: \$51-100	6,072	13.9%	94
Spent at family rest/steak hse last 6 months: \$101-200	4,277	9.8%	87
Spent at family rest/steak hse last 6 months: \$201-300	1,894	4.3%	91
Spent at family rest/steak hse last 6 months: \$301+	2,425	5.5%	91
Family restaurant/steak house last 6 months: breakfast	4,974	11.4%	89
Family restaurant/steak house last 6 months: lunch	8,203	18.7%	98
Family restaurant/steak house last 6 months: dinner	18,048	41.2%	89
Family restaurant/steak house last 6 months: snack	848	1.9%	101
Family restaurant/steak house last 6 months: weekday	11,756	26.8%	87
Family restaurant/steak house last 6 months: weekend	16,820	38.4%	93
Fam rest/steak hse/6 months: Applebee`s	8,493	19.4%	85
Fam rest/steak hse/6 months: Bob Evans Farms	1,552	3.5%	96
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,196	9.6%	100
Fam rest/steak hse/6 months: California Pizza Kitchen	1,287	2.9%	92
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,360	3.1%	94
Fam rest/steak hse/6 months: The Cheesecake Factory	2,159	4.9%	79
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,707	10.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	3,026	6.9%	176
Fam rest/steak hse/6 months: Cracker Barrel	3,516	8.0%	77
Fam rest/steak hse/6 months: Denny`s	4,668	10.7%	120
Fam rest/steak hse/6 months: Golden Corral	4,338	9.9%	132
Fam rest/steak hse/6 months: IHOP	4,219	9.6%	92
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,708	3.9%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,101	4.8%	98
Fam rest/steak hse/6 months: Olive Garden	6,920	15.8%	93
Fam rest/steak hse/6 months: Outback Steakhouse	3,167	7.2%	79
Fam rest/steak hse/6 months: Red Lobster	5,139	11.7%	102
Fam rest/steak hse/6 months: Red Robin	2,444	5.6%	86
Fam rest/steak hse/6 months: Ruby Tuesday	1,941	4.4%	77
Fam rest/steak hse/6 months: Texas Roadhouse	3,469	7.9%	99
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,522	5.8%	83
Fam rest/steak hse/6 months: Waffle House	2,400	5.5%	100
Went to fast food/drive-in restaurant in last 6 mo	39,207	89.5%	99
Went to fast food/drive-in restaurant 9+ times/mo	17,119	39.1%	100
Spent at fast food/drive-in last 6 months: <\$11	1,738	4.0%	88
Spent at fast food/drive-in last 6 months: \$11-\$20	3,916	8.9%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	5,632	12.9%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	3,267	7.5%	96
Spent at fast food/drive-in last 6 months: \$51-\$100	7,064	16.1%	97
Spent at fast food/drive-in last 6 months: \$101-\$200	4,581	10.5%	95
Spent at fast food/drive-in last 6 months: \$201+	3,682	8.4%	85

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# Restaurant Market Potential

211 N Main St, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99900  
 Longitude: -102.07446

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	16,274	37.2%	102
Fast food/drive-in last 6 months: home delivery	3,408	7.8%	101
Fast food/drive-in last 6 months: take-out/drive-thru	19,361	44.2%	96
Fast food/drive-in last 6 months: take-out/walk-in	7,641	17.4%	87
Fast food/drive-in last 6 months: breakfast	13,388	30.6%	93
Fast food/drive-in last 6 months: lunch	20,086	45.9%	93
Fast food/drive-in last 6 months: dinner	18,656	42.6%	95
Fast food/drive-in last 6 months: snack	5,306	12.1%	100
Fast food/drive-in last 6 months: weekday	23,321	53.3%	91
Fast food/drive-in last 6 months: weekend	20,219	46.2%	100
Fast food/drive-in last 6 months: A & W	1,289	2.9%	109
Fast food/drive-in last 6 months: Arby`s	6,313	14.4%	89
Fast food/drive-in last 6 months: Baskin-Robbins	1,464	3.3%	99
Fast food/drive-in last 6 months: Boston Market	1,386	3.2%	91
Fast food/drive-in last 6 months: Burger King	12,982	29.6%	100
Fast food/drive-in last 6 months: Captain D`s	1,322	3.0%	86
Fast food/drive-in last 6 months: Carl`s Jr.	2,390	5.5%	97
Fast food/drive-in last 6 months: Checkers	1,347	3.1%	98
Fast food/drive-in last 6 months: Chick-fil-A	7,414	16.9%	89
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,012	9.2%	77
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,705	3.9%	121
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,952	9.0%	253
Fast food/drive-in last 6 months: Cold Stone Creamery	1,163	2.7%	94
Fast food/drive-in last 6 months: Dairy Queen	6,595	15.1%	101
Fast food/drive-in last 6 months: Del Taco	2,003	4.6%	129
Fast food/drive-in last 6 months: Domino`s Pizza	6,072	13.9%	115
Fast food/drive-in last 6 months: Dunkin` Donuts	4,250	9.7%	77
Fast food/drive-in last 6 months: Hardee`s	2,101	4.8%	85
Fast food/drive-in last 6 months: Jack in the Box	4,607	10.5%	126
Fast food/drive-in last 6 months: KFC	8,881	20.3%	96
Fast food/drive-in last 6 months: Krispy Kreme	2,003	4.6%	92
Fast food/drive-in last 6 months: Little Caesars	7,393	16.9%	142
Fast food/drive-in last 6 months: Long John Silver`s	2,483	5.7%	128
Fast food/drive-in last 6 months: McDonald`s	22,596	51.6%	96
Went to Panda Express in last 6 months	3,193	7.3%	90
Fast food/drive-in last 6 months: Panera Bread	4,306	9.8%	85
Fast food/drive-in last 6 months: Papa John`s	3,569	8.2%	95
Fast food/drive-in last 6 months: Papa Murphy`s	2,066	4.7%	98
Fast food/drive-in last 6 months: Pizza Hut	9,423	21.5%	111
Fast food/drive-in last 6 months: Popeys Chicken	3,356	7.7%	97
Fast food/drive-in last 6 months: Quiznos	1,054	2.4%	99
Fast food/drive-in last 6 months: Sonic Drive-In	4,834	11.0%	99
Fast food/drive-in last 6 months: Starbucks	5,663	12.9%	81
Fast food/drive-in last 6 months: Steak`n Shake	2,439	5.6%	105
Fast food/drive-in last 6 months: Subway	12,765	29.2%	94
Fast food/drive-in last 6 months: Taco Bell	12,934	29.5%	97
Fast food/drive-in last 6 months: Wendy`s	10,739	24.5%	91
Fast food/drive-in last 6 months: Whataburger	4,022	9.2%	209
Fast food/drive-in last 6 months: White Castle	1,220	2.8%	88

**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 2017 and 2022.

June 02, 2018





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211 N Main St, Midland, Texas, 79701  
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Latitude: 31.99900  
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Went to fine dining restaurant last month	3,827	8.7%	82
Went to fine dining restaurant 3+ times last month	1,273	2.9%	94
Spent at fine dining rest in last 6 months: <\$51	766	1.7%	93
Spent at fine dining rest in last 6 months: \$51-\$100	1,428	3.3%	96
Spent at fine dining rest in last 6 months: \$101-\$200	1,251	2.9%	88
Spent at fine dining rest in last 6 months: \$201+	1,208	2.8%	82

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