



# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,037	43.5%	91
Bought any women's clothing in last 12 months	2,772	39.7%	92
Bought clothing for child <13 years in last 6 months	1,902	27.3%	99
Bought any shoes in last 12 months	3,595	51.5%	96
Bought costume jewelry in last 12 months	1,377	19.7%	103
Bought any fine jewelry in last 12 months	1,250	17.9%	99
Bought a watch in last 12 months	972	13.9%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,630	82.0%	96
HH bought/leased new vehicle last 12 mo	192	6.0%	61
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,817	83.4%	98
Bought/changed motor oil in last 12 months	3,839	55.0%	114
Had tune-up in last 12 months	1,977	28.3%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,412	63.3%	95
Drank regular cola in last 6 months	3,745	53.7%	122
Drank beer/ale in last 6 months	2,811	40.3%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,082	15.5%	73
Own digital SLR camera/camcorder	414	5.9%	71
Printed digital photos in last 12 months	668	9.6%	69
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,416	34.6%	96
Have a smartphone	4,100	58.8%	88
Have a smartphone: Android phone (any brand)	2,636	37.8%	119
Have a smartphone: Apple iPhone	1,207	17.3%	57
Number of cell phones in household: 1	1,060	33.1%	103
Number of cell phones in household: 2	1,055	32.9%	87
Number of cell phones in household: 3+	822	25.6%	98
HH has cell phone only (no landline telephone)	1,916	59.7%	132
<b>Computers (Households)</b>			
HH owns a computer	1,872	58.4%	77
HH owns desktop computer	983	30.7%	72
HH owns laptop/notebook	1,325	41.3%	74
HH owns any Apple/Mac brand computer	314	9.8%	64
HH owns any PC/non-Apple brand computer	1,698	52.9%	80
HH purchased most recent computer in a store	885	27.6%	74
HH purchased most recent computer online	253	7.9%	60
Spent <\$500 on most recent home computer	383	11.9%	78
Spent \$500-\$999 on most recent home computer	389	12.1%	66
Spent \$1,000-\$1,499 on most recent home computer	153	4.8%	52
Spent \$1,500-\$1,999 on most recent home computer	106	3.3%	77
Spent \$2,000+ on most recent home computer	78	2.4%	68

**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 2017 and 2022.



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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	3,072	44.0%	88
Bought brewed coffee at convenience store in last 30 days	1,017	14.6%	94
Bought cigarettes at convenience store in last 30 days	1,005	14.4%	119
Bought gas at convenience store in last 30 days	2,386	34.2%	101
Spent at convenience store in last 30 days: <\$20	422	6.1%	77
Spent at convenience store in last 30 days: \$20-\$39	561	8.0%	88
Spent at convenience store in last 30 days: \$40-\$50	445	6.4%	84
Spent at convenience store in last 30 days: \$51-\$99	330	4.7%	102
Spent at convenience store in last 30 days: \$100+	1,772	25.4%	108
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,540	50.8%	86
Went to live theater in last 12 months	463	6.6%	51
Went to a bar/night club in last 12 months	1,028	14.7%	88
Dined out in last 12 months	2,163	31.0%	69
Gambled at a casino in last 12 months	788	11.3%	82
Visited a theme park in last 12 months	1,163	16.7%	93
Viewed movie (video-on-demand) in last 30 days	769	11.0%	60
Viewed TV show (video-on-demand) in last 30 days	526	7.5%	57
Watched any pay-per-view TV in last 12 months	646	9.3%	75
Downloaded a movie over the Internet in last 30 days	459	6.6%	80
Downloaded any individual song in last 6 months	1,187	17.0%	80
Watched a movie online in the last 30 days	975	14.0%	74
Watched a TV program online in last 30 days	587	8.4%	50
Played a video/electronic game (console) in last 12 months	875	12.5%	127
Played a video/electronic game (portable) in last 12 months	322	4.6%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,386	19.9%	65
Used ATM/cash machine in last 12 months	2,802	40.2%	81
Own any stock	314	4.5%	62
Own U.S. savings bond	262	3.8%	73
Own shares in mutual fund (stock)	287	4.1%	56
Own shares in mutual fund (bonds)	178	2.6%	51
Have interest checking account	1,223	17.5%	65
Have non-interest checking account	1,806	25.9%	88
Have savings account	2,782	39.9%	73
Have 401K retirement savings plan	702	10.1%	69
Own/used any credit/debit card in last 12 months	4,304	61.7%	82
Avg monthly credit card expenditures: <\$111	639	9.2%	76
Avg monthly credit card expenditures: \$111-\$225	498	7.1%	101
Avg monthly credit card expenditures: \$226-\$450	401	5.7%	87
Avg monthly credit card expenditures: \$451-\$700	272	3.9%	74
Avg monthly credit card expenditures: \$701-\$1,000	225	3.2%	70
Avg monthly credit card expenditures: \$1,001+	373	5.3%	58
Did banking online in last 12 months	1,671	24.0%	65
Did banking on mobile device in last 12 months	960	13.8%	79
Paid bills online in last 12 months	2,267	32.5%	73

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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	2,288	71.3%	102
Used bread in last 6 months	2,992	93.3%	99
Used chicken (fresh or frozen) in last 6 months	2,122	66.2%	96
Used turkey (fresh or frozen) in last 6 months	476	14.8%	94
Used fish/seafood (fresh or frozen) in last 6 months	1,800	56.1%	103
Used fresh fruit/vegetables in last 6 months	2,651	82.7%	95
Used fresh milk in last 6 months	2,843	88.6%	101
Used organic food in last 6 months	668	20.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,676	24.0%	83
Exercise at club 2+ times per week	485	7.0%	52
Visited a doctor in last 12 months	4,520	64.8%	86
Used vitamin/dietary supplement in last 6 months	3,243	46.5%	88
<b>Home (Households)</b>			
Any home improvement in last 12 months	863	26.9%	99
Used housekeeper/maid/professional HH cleaning service in last 12	378	11.8%	88
Purchased low ticket HH furnishings in last 12 months	554	17.3%	106
Purchased big ticket HH furnishings in last 12 months	646	20.1%	94
Bought any small kitchen appliance in last 12 months	651	20.3%	92
Bought any large kitchen appliance in last 12 months	389	12.1%	96
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,319	33.2%	77
Carry medical/hospital/accident insurance	3,869	55.5%	80
Carry homeowner insurance	2,365	33.9%	72
Carry renter's insurance	367	5.3%	60
Have auto insurance: 1 vehicle in household covered	1,111	34.6%	111
Have auto insurance: 2 vehicles in household covered	920	28.7%	100
Have auto insurance: 3+ vehicles in household covered	429	13.4%	62
<b>Pets (Households)</b>			
Household owns any pet	1,645	51.3%	95
Household owns any cat	554	17.3%	77
Household owns any dog	1,347	42.0%	102
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,735	39.2%	94
Usually buy items on credit rather than wait	937	13.4%	110
Usually buy based on quality - not price	1,272	18.2%	99
Price is usually more important than brand name	1,918	27.5%	103
Usually use coupons for brands I buy often	1,328	19.0%	105
Am interested in how to help the environment	1,574	22.6%	137
Usually pay more for environ safe product	958	13.7%	102
Usually value green products over convenience	958	13.7%	127
Likely to buy a brand that supports a charity	2,455	35.2%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	562	8.1%	57
Bought hardcover book in last 12 months	992	14.2%	69
Bought paperback book in last 12 month	1,581	22.7%	76
Read any daily newspaper (paper version)	1,235	17.7%	73
Read any digital newspaper in last 30 days	1,527	21.9%	64
Read any magazine (paper/electronic version) in last 6 months	5,833	83.6%	93

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,477	64.2%	86
Went to family restaurant/steak house: 4+ times a month	1,676	24.0%	88
Went to fast food/drive-in restaurant in last 6 months	6,201	88.9%	99
Went to fast food/drive-in restaurant 9+ times/mo	2,797	40.1%	102
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,643	23.6%	70
Own any e-reader	409	5.9%	68
Own e-reader/tablet: iPad	868	12.4%	60
HH has Internet connectable TV	454	14.2%	70
Own any portable MP3 player	1,655	23.7%	85
HH owns 1 TV	658	20.5%	99
HH owns 2 TVs	770	24.0%	92
HH owns 3 TVs	717	22.4%	104
HH owns 4+ TVs	511	15.9%	87
HH subscribes to cable TV	1,534	47.8%	100
HH subscribes to fiber optic	224	7.0%	87
HH owns portable GPS navigation device	615	19.2%	71
HH purchased video game system in last 12 mos	184	5.7%	74
HH owns Internet video device for TV	305	9.5%	86
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,387	34.2%	67
Took 3+ domestic non-business trips in last 12 months	478	6.9%	61
Spent on domestic vacations in last 12 months: <\$1,000	590	8.5%	81
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	344	4.9%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	184	2.6%	72
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	185	2.7%	70
Spent on domestic vacations in last 12 months: \$3,000+	251	3.6%	63
Domestic travel in the 12 months: used general travel website	394	5.6%	81
Foreign travel in last 3 years	985	14.1%	58
Took 3+ foreign trips by plane in last 3 years	186	2.7%	61
Spent on foreign vacations in last 12 months: <\$1,000	205	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	176	2.5%	72
Spent on foreign vacations in last 12 months: \$3,000+	232	3.3%	66
Foreign travel in last 3 years: used general travel website	309	4.4%	77
Nights spent in hotel/motel in last 12 months: any	1,845	26.5%	64
Took cruise of more than one day in last 3 years	329	4.7%	59
Member of any frequent flyer program	435	6.2%	38
Member of any hotel rewards program	501	7.2%	48

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# Retail Market Potential

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Dub House, MAI, CCIM  
 Latitude: 31.99900  
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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/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	11,882	44.0%	92
Bought any women's clothing in last 12 months	10,983	40.7%	94
Bought clothing for child <13 years in last 6 months	7,515	27.8%	101
Bought any shoes in last 12 months	14,158	52.4%	97
Bought costume jewelry in last 12 months	5,168	19.1%	100
Bought any fine jewelry in last 12 months	4,858	18.0%	100
Bought a watch in last 12 months	3,816	14.1%	93
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,596	82.0%	96
HH bought/leased new vehicle last 12 mo	936	7.2%	73
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	22,336	82.7%	97
Bought/changed motor oil in last 12 months	14,155	52.4%	109
Had tune-up in last 12 months	7,644	28.3%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	17,362	64.3%	97
Drank regular cola in last 6 months	13,987	51.8%	117
Drank beer/ale in last 6 months	11,030	40.8%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	4,350	16.1%	76
Own digital SLR camera/camcorder	1,658	6.1%	74
Printed digital photos in last 12 months	2,865	10.6%	76
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	9,569	35.4%	98
Have a smartphone	16,395	60.7%	91
Have a smartphone: Android phone (any brand)	9,912	36.7%	115
Have a smartphone: Apple iPhone	5,404	20.0%	65
Number of cell phones in household: 1	4,222	32.7%	102
Number of cell phones in household: 2	4,312	33.4%	89
Number of cell phones in household: 3+	3,382	26.2%	101
HH has cell phone only (no landline telephone)	7,161	55.4%	122
<b>Computers (Households)</b>			
HH owns a computer	7,875	61.0%	80
HH owns desktop computer	4,284	33.2%	78
HH owns laptop/notebook	5,640	43.7%	79
HH owns any Apple/Mac brand computer	1,480	11.5%	74
HH owns any PC/non-Apple brand computer	7,004	54.2%	82
HH purchased most recent computer in a store	3,751	29.0%	78
HH purchased most recent computer online	1,163	9.0%	69
Spent <\$500 on most recent home computer	1,598	12.4%	81
Spent \$500-\$999 on most recent home computer	1,676	13.0%	71
Spent \$1,000-\$1,499 on most recent home computer	747	5.8%	64
Spent \$1,500-\$1,999 on most recent home computer	465	3.6%	84
Spent \$2,000+ on most recent home computer	376	2.9%	82

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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	12,306	45.6%	91
Bought brewed coffee at convenience store in last 30 days	3,947	14.6%	94
Bought cigarettes at convenience store in last 30 days	3,720	13.8%	114
Bought gas at convenience store in last 30 days	8,806	32.6%	96
Spent at convenience store in last 30 days: <\$20	1,802	6.7%	85
Spent at convenience store in last 30 days: \$20-\$39	2,351	8.7%	95
Spent at convenience store in last 30 days: \$40-\$50	1,782	6.6%	87
Spent at convenience store in last 30 days: \$51-\$99	1,311	4.9%	104
Spent at convenience store in last 30 days: \$100+	6,476	24.0%	102
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	14,232	52.7%	89
Went to live theater in last 12 months	2,340	8.7%	67
Went to a bar/night club in last 12 months	3,772	14.0%	83
Dined out in last 12 months	9,257	34.3%	76
Gambled at a casino in last 12 months	3,252	12.0%	87
Visited a theme park in last 12 months	4,590	17.0%	95
Viewed movie (video-on-demand) in last 30 days	3,640	13.5%	74
Viewed TV show (video-on-demand) in last 30 days	2,508	9.3%	71
Watched any pay-per-view TV in last 12 months	2,863	10.6%	85
Downloaded a movie over the Internet in last 30 days	1,917	7.1%	86
Downloaded any individual song in last 6 months	4,781	17.7%	84
Watched a movie online in the last 30 days	4,031	14.9%	79
Watched a TV program online in last 30 days	2,819	10.4%	61
Played a video/electronic game (console) in last 12 months	3,148	11.7%	118
Played a video/electronic game (portable) in last 12 months	1,297	4.8%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,753	21.3%	70
Used ATM/cash machine in last 12 months	11,283	41.8%	84
Own any stock	1,449	5.4%	74
Own U.S. savings bond	1,162	4.3%	84
Own shares in mutual fund (stock)	1,364	5.0%	69
Own shares in mutual fund (bonds)	923	3.4%	68
Have interest checking account	5,312	19.7%	72
Have non-interest checking account	7,111	26.3%	89
Have savings account	11,469	42.5%	78
Have 401K retirement savings plan	2,841	10.5%	72
Own/used any credit/debit card in last 12 months	17,355	64.2%	85
Avg monthly credit card expenditures: <\$111	2,496	9.2%	77
Avg monthly credit card expenditures: \$111-\$225	1,866	6.9%	98
Avg monthly credit card expenditures: \$226-\$450	1,557	5.8%	88
Avg monthly credit card expenditures: \$451-\$700	1,158	4.3%	81
Avg monthly credit card expenditures: \$701-\$1,000	965	3.6%	77
Avg monthly credit card expenditures: \$1,001+	1,822	6.7%	73
Did banking online in last 12 months	6,993	25.9%	71
Did banking on mobile device in last 12 months	3,828	14.2%	82
Paid bills online in last 12 months	9,313	34.5%	77

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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	9,208	71.3%	102
Used bread in last 6 months	12,098	93.7%	100
Used chicken (fresh or frozen) in last 6 months	8,639	66.9%	97
Used turkey (fresh or frozen) in last 6 months	1,918	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	7,212	55.8%	102
Used fresh fruit/vegetables in last 6 months	10,895	84.4%	97
Used fresh milk in last 6 months	11,391	88.2%	101
Used organic food in last 6 months	2,782	21.5%	105
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,812	25.2%	87
Exercise at club 2+ times per week	2,437	9.0%	68
Visited a doctor in last 12 months	18,296	67.7%	90
Used vitamin/dietary supplement in last 6 months	13,209	48.9%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,230	25.0%	92
Used housekeeper/maid/professional HH cleaning service in last 12	1,628	12.6%	94
Purchased low ticket HH furnishings in last 12 months	2,193	17.0%	104
Purchased big ticket HH furnishings in last 12 months	2,683	20.8%	97
Bought any small kitchen appliance in last 12 months	2,713	21.0%	95
Bought any large kitchen appliance in last 12 months	1,555	12.0%	95
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,340	34.6%	80
Carry medical/hospital/accident insurance	15,807	58.5%	85
Carry homeowner insurance	9,532	35.3%	75
Carry renter's insurance	1,764	6.5%	75
Have auto insurance: 1 vehicle in household covered	4,403	34.1%	110
Have auto insurance: 2 vehicles in household covered	3,598	27.9%	98
Have auto insurance: 3+ vehicles in household covered	1,896	14.7%	68
<b>Pets (Households)</b>			
Household owns any pet	6,440	49.9%	92
Household owns any cat	2,298	17.8%	79
Household owns any dog	5,135	39.8%	96
<b>Psychographics (Adults)</b>			
Buying American is important to me	10,602	39.2%	95
Usually buy items on credit rather than wait	3,528	13.1%	107
Usually buy based on quality - not price	4,907	18.2%	99
Price is usually more important than brand name	7,229	26.8%	101
Usually use coupons for brands I buy often	5,168	19.1%	105
Am interested in how to help the environment	5,900	21.8%	132
Usually pay more for environ safe product	3,849	14.2%	106
Usually value green products over convenience	3,661	13.6%	125
Likely to buy a brand that supports a charity	9,302	34.4%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,409	8.9%	63
Bought hardcover book in last 12 months	4,126	15.3%	74
Bought paperback book in last 12 month	6,547	24.2%	81
Read any daily newspaper (paper version)	5,237	19.4%	80
Read any digital newspaper in last 30 days	6,658	24.6%	72
Read any magazine (paper/electronic version) in last 6 months	22,970	85.0%	94

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.





# Retail Market Potential

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

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

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	18,142	67.2%	90
Went to family restaurant/steak house: 4+ times a month	6,727	24.9%	91
Went to fast food/drive-in restaurant in last 6 months	24,035	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	10,531	39.0%	99
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,846	25.3%	75
Own any e-reader	1,714	6.3%	73
Own e-reader/tablet: iPad	3,938	14.6%	71
HH has Internet connectable TV	2,068	16.0%	80
Own any portable MP3 player	6,550	24.2%	87
HH owns 1 TV	2,799	21.7%	104
HH owns 2 TVs	3,194	24.7%	95
HH owns 3 TVs	2,795	21.6%	100
HH owns 4+ TVs	2,105	16.3%	89
HH subscribes to cable TV	6,055	46.9%	98
HH subscribes to fiber optic	961	7.4%	93
HH owns portable GPS navigation device	2,663	20.6%	76
HH purchased video game system in last 12 mos	800	6.2%	80
HH owns Internet video device for TV	1,289	10.0%	90
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	10,360	38.3%	75
Took 3+ domestic non-business trips in last 12 months	2,088	7.7%	69
Spent on domestic vacations in last 12 months: <\$1,000	2,422	9.0%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,351	5.0%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	755	2.8%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	769	2.8%	75
Spent on domestic vacations in last 12 months: \$3,000+	1,163	4.3%	75
Domestic travel in the 12 months: used general travel website	1,600	5.9%	85
Foreign travel in last 3 years	4,726	17.5%	72
Took 3+ foreign trips by plane in last 3 years	942	3.5%	79
Spent on foreign vacations in last 12 months: <\$1,000	910	3.4%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	768	2.8%	82
Spent on foreign vacations in last 12 months: \$3,000+	1,060	3.9%	78
Foreign travel in last 3 years: used general travel website	1,378	5.1%	89
Nights spent in hotel/motel in last 12 months: any	8,035	29.7%	72
Took cruise of more than one day in last 3 years	1,540	5.7%	71
Member of any frequent flyer program	2,454	9.1%	56
Member of any hotel rewards program	2,529	9.4%	63

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	19,812	45.2%	95
Bought any women's clothing in last 12 months	18,163	41.5%	96
Bought clothing for child <13 years in last 6 months	12,380	28.3%	103
Bought any shoes in last 12 months	23,194	53.0%	98
Bought costume jewelry in last 12 months	8,315	19.0%	100
Bought any fine jewelry in last 12 months	7,855	17.9%	99
Bought a watch in last 12 months	6,362	14.5%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	17,763	84.5%	99
HH bought/leased new vehicle last 12 mo	1,726	8.2%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	37,113	84.8%	100
Bought/changed motor oil in last 12 months	22,781	52.0%	108
Had tune-up in last 12 months	12,521	28.6%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	28,461	65.0%	98
Drank regular cola in last 6 months	21,624	49.4%	112
Drank beer/ale in last 6 months	18,347	41.9%	99
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	7,829	17.9%	84
Own digital SLR camera/camcorder	3,024	6.9%	83
Printed digital photos in last 12 months	5,239	12.0%	86
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	15,545	35.5%	98
Have a smartphone	27,505	62.8%	94
Have a smartphone: Android phone (any brand)	15,496	35.4%	111
Have a smartphone: Apple iPhone	10,100	23.1%	75
Number of cell phones in household: 1	6,761	32.2%	101
Number of cell phones in household: 2	7,361	35.0%	93
Number of cell phones in household: 3+	5,573	26.5%	102
HH has cell phone only (no landline telephone)	10,864	51.7%	114
<b>Computers (Households)</b>			
HH owns a computer	13,967	66.4%	87
HH owns desktop computer	7,829	37.2%	87
HH owns laptop/notebook	10,008	47.6%	86
HH owns any Apple/Mac brand computer	2,629	12.5%	81
HH owns any PC/non-Apple brand computer	12,352	58.8%	89
HH purchased most recent computer in a store	6,758	32.2%	86
HH purchased most recent computer online	2,097	10.0%	77
Spent <\$500 on most recent home computer	2,833	13.5%	88
Spent \$500-\$999 on most recent home computer	3,142	14.9%	82
Spent \$1,000-\$1,499 on most recent home computer	1,450	6.9%	76
Spent \$1,500-\$1,999 on most recent home computer	837	4.0%	93
Spent \$2,000+ on most recent home computer	627	3.0%	84

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# Retail Market Potential

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

Dub House, MAI, CCIM  
 Latitude: 31.99900  
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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	20,490	46.8%	94
Bought brewed coffee at convenience store in last 30 days	6,587	15.0%	97
Bought cigarettes at convenience store in last 30 days	5,935	13.6%	112
Bought gas at convenience store in last 30 days	14,567	33.3%	98
Spent at convenience store in last 30 days: <\$20	3,029	6.9%	88
Spent at convenience store in last 30 days: \$20-\$39	3,801	8.7%	95
Spent at convenience store in last 30 days: \$40-\$50	2,962	6.8%	89
Spent at convenience store in last 30 days: \$51-\$99	2,106	4.8%	104
Spent at convenience store in last 30 days: \$100+	10,715	24.5%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	24,199	55.3%	93
Went to live theater in last 12 months	4,460	10.2%	78
Went to a bar/night club in last 12 months	6,497	14.8%	88
Dined out in last 12 months	16,665	38.1%	84
Gambled at a casino in last 12 months	5,701	13.0%	94
Visited a theme park in last 12 months	7,414	16.9%	95
Viewed movie (video-on-demand) in last 30 days	6,838	15.6%	85
Viewed TV show (video-on-demand) in last 30 days	4,717	10.8%	82
Watched any pay-per-view TV in last 12 months	5,109	11.7%	94
Downloaded a movie over the Internet in last 30 days	3,200	7.3%	88
Downloaded any individual song in last 6 months	8,090	18.5%	87
Watched a movie online in the last 30 days	7,056	16.1%	86
Watched a TV program online in last 30 days	5,503	12.6%	74
Played a video/electronic game (console) in last 12 months	4,855	11.1%	112
Played a video/electronic game (portable) in last 12 months	2,130	4.9%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	10,783	24.6%	80
Used ATM/cash machine in last 12 months	19,390	44.3%	89
Own any stock	2,639	6.0%	83
Own U.S. savings bond	2,044	4.7%	91
Own shares in mutual fund (stock)	2,515	5.7%	78
Own shares in mutual fund (bonds)	1,717	3.9%	78
Have interest checking account	9,518	21.7%	80
Have non-interest checking account	12,260	28.0%	95
Have savings account	20,387	46.6%	85
Have 401K retirement savings plan	5,200	11.9%	81
Own/used any credit/debit card in last 12 months	29,944	68.4%	91
Avg monthly credit card expenditures: <\$111	4,429	10.1%	84
Avg monthly credit card expenditures: \$111-\$225	3,068	7.0%	99
Avg monthly credit card expenditures: \$226-\$450	2,661	6.1%	92
Avg monthly credit card expenditures: \$451-\$700	2,010	4.6%	87
Avg monthly credit card expenditures: \$701-\$1,000	1,696	3.9%	84
Avg monthly credit card expenditures: \$1,001+	3,226	7.4%	80
Did banking online in last 12 months	12,840	29.3%	80
Did banking on mobile device in last 12 months	6,565	15.0%	87
Paid bills online in last 12 months	16,601	37.9%	85

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# Retail Market Potential

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

Dub House, MAI, CCIM  
 Latitude: 31.99900  
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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	15,017	71.4%	103
Used bread in last 6 months	19,758	94.0%	100
Used chicken (fresh or frozen) in last 6 months	14,242	67.8%	98
Used turkey (fresh or frozen) in last 6 months	3,203	15.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	11,610	55.2%	101
Used fresh fruit/vegetables in last 6 months	17,946	85.4%	99
Used fresh milk in last 6 months	18,515	88.1%	101
Used organic food in last 6 months	4,383	20.9%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,329	25.9%	89
Exercise at club 2+ times per week	4,538	10.4%	78
Visited a doctor in last 12 months	30,642	70.0%	93
Used vitamin/dietary supplement in last 6 months	22,157	50.6%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,528	26.3%	97
Used housekeeper/maid/professional HH cleaning service in last 12	2,720	12.9%	97
Purchased low ticket HH furnishings in last 12 months	3,554	16.9%	104
Purchased big ticket HH furnishings in last 12 months	4,431	21.1%	99
Bought any small kitchen appliance in last 12 months	4,495	21.4%	96
Bought any large kitchen appliance in last 12 months	2,600	12.4%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	16,471	37.6%	87
Carry medical/hospital/accident insurance	27,221	62.2%	90
Carry homeowner insurance	17,369	39.7%	85
Carry renter's insurance	3,045	7.0%	79
Have auto insurance: 1 vehicle in household covered	6,944	33.0%	106
Have auto insurance: 2 vehicles in household covered	6,086	29.0%	101
Have auto insurance: 3+ vehicles in household covered	3,638	17.3%	80
<b>Pets (Households)</b>			
Household owns any pet	11,041	52.5%	97
Household owns any cat	4,156	19.8%	88
Household owns any dog	8,763	41.7%	101
<b>Psychographics (Adults)</b>			
Buying American is important to me	17,726	40.5%	97
Usually buy items on credit rather than wait	5,503	12.6%	103
Usually buy based on quality - not price	7,934	18.1%	99
Price is usually more important than brand name	11,828	27.0%	101
Usually use coupons for brands I buy often	8,434	19.3%	106
Am interested in how to help the environment	8,835	20.2%	122
Usually pay more for environ safe product	6,166	14.1%	105
Usually value green products over convenience	5,591	12.8%	118
Likely to buy a brand that supports a charity	15,121	34.5%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,621	10.6%	74
Bought hardcover book in last 12 months	7,313	16.7%	81
Bought paperback book in last 12 month	11,322	25.9%	87
Read any daily newspaper (paper version)	9,329	21.3%	88
Read any digital newspaper in last 30 days	12,143	27.7%	81
Read any magazine (paper/electronic version) in last 6 months	37,924	86.6%	96

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	30,744	70.2%	94
Went to family restaurant/steak house: 4+ times a month	11,395	26.0%	95
Went to fast food/drive-in restaurant in last 6 months	39,207	89.5%	99
Went to fast food/drive-in restaurant 9+ times/mo	17,119	39.1%	100
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	12,355	28.2%	84
Own any e-reader	3,140	7.2%	83
Own e-reader/tablet: iPad	7,292	16.7%	81
HH has Internet connectable TV	3,690	17.6%	87
Own any portable MP3 player	11,126	25.4%	91
HH owns 1 TV	4,385	20.9%	101
HH owns 2 TVs	5,195	24.7%	95
HH owns 3 TVs	4,679	22.3%	103
HH owns 4+ TVs	3,713	17.7%	97
HH subscribes to cable TV	10,041	47.8%	100
HH subscribes to fiber optic	1,617	7.7%	96
HH owns portable GPS navigation device	4,805	22.9%	84
HH purchased video game system in last 12 mos	1,376	6.5%	85
HH owns Internet video device for TV	2,157	10.3%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	18,746	42.8%	84
Took 3+ domestic non-business trips in last 12 months	3,927	9.0%	80
Spent on domestic vacations in last 12 months: <\$1,000	4,137	9.4%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,334	5.3%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,371	3.1%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,367	3.1%	82
Spent on domestic vacations in last 12 months: \$3,000+	2,119	4.8%	85
Domestic travel in the 12 months: used general travel website	2,718	6.2%	89
Foreign travel in last 3 years	8,552	19.5%	81
Took 3+ foreign trips by plane in last 3 years	1,552	3.5%	81
Spent on foreign vacations in last 12 months: <\$1,000	1,560	3.6%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,273	2.9%	83
Spent on foreign vacations in last 12 months: \$3,000+	1,812	4.1%	82
Foreign travel in last 3 years: used general travel website	2,251	5.1%	89
Nights spent in hotel/motel in last 12 months: any	14,869	34.0%	82
Took cruise of more than one day in last 3 years	2,833	6.5%	81
Member of any frequent flyer program	4,952	11.3%	69
Member of any hotel rewards program	4,911	11.2%	76

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