



# Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99338  
 Longitude: -102.09870

Demographic Summary	2016	2021
Population	10,360	11,059
Population 18+	7,324	7,775
Households	3,698	3,921
Median Household Income	\$51,846	\$55,104

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,300	72.4%	97
Went to family restaurant/steak house 4+ times/mo	1,777	24.3%	88
Spent at family rest/steak hse last 6 months: <\$31	488	6.7%	94
Spent at family rest/steak hse last 6 months: \$31-50	523	7.1%	87
Spent at family rest/steak hse last 6 months: \$51-100	1,062	14.5%	96
Spent at family rest/steak hse last 6 months: \$101-200	864	11.8%	99
Spent at family rest/steak hse last 6 months: \$201-300	384	5.2%	97
Spent at family rest/steak hse last 6 months: \$301+	361	4.9%	67
Family restaurant/steak house last 6 months: breakfast	837	11.4%	91
Family restaurant/steak house last 6 months: lunch	1,260	17.2%	91
Family restaurant/steak house last 6 months: dinner	3,235	44.2%	95
Family restaurant/steak house last 6 months: snack	115	1.6%	82
Family restaurant/steak house last 6 months: weekday	1,975	27.0%	89
Family restaurant/steak house last 6 months: weekend	2,888	39.4%	96
Fam rest/steak hse/6 months: Applebee`s	1,557	21.3%	90
Fam rest/steak hse/6 months: Bob Evans Farms	345	4.7%	129
Fam rest/steak hse/6 months: Buffalo Wild Wings	648	8.8%	104
Fam rest/steak hse/6 months: California Pizza Kitchen	205	2.8%	83
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	183	2.5%	80
Fam rest/steak hse/6 months: The Cheesecake Factory	364	5.0%	76
Fam rest/steak hse/6 months: Chili`s Grill & Bar	800	10.9%	90
Fam rest/steak hse/6 months: CiCi`s Pizza	410	5.6%	144
Fam rest/steak hse/6 months: Cracker Barrel	564	7.7%	77
Fam rest/steak hse/6 months: Denny`s	794	10.8%	117
Fam rest/steak hse/6 months: Golden Corral	748	10.2%	127
Fam rest/steak hse/6 months: IHOP	786	10.7%	96
Fam rest/steak hse/6 months: Logan`s Roadhouse	264	3.6%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	321	4.4%	92
Fam rest/steak hse/6 months: Old Country Buffet	145	2.0%	115
Fam rest/steak hse/6 months: Olive Garden	1,284	17.5%	101
Fam rest/steak hse/6 months: Outback Steakhouse	521	7.1%	75
Fam rest/steak hse/6 months: Red Lobster	840	11.5%	95
Fam rest/steak hse/6 months: Red Robin	407	5.6%	91
Fam rest/steak hse/6 months: Ruby Tuesday	323	4.4%	73
Fam rest/steak hse/6 months: Texas Roadhouse	618	8.4%	111
Fam rest/steak hse/6 months: T.G.I. Friday`s	450	6.1%	82
Fam rest/steak hse/6 months: Waffle House	330	4.5%	85
Went to fast food/drive-in restaurant in last 6 mo	6,581	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,861	39.1%	99
Spent at fast food/drive-in last 6 months: <\$11	305	4.2%	97
Spent at fast food/drive-in last 6 months: \$11-\$20	496	6.8%	92
Spent at fast food/drive-in last 6 months: \$21-\$40	823	11.2%	95
Spent at fast food/drive-in last 6 months: \$41-\$50	496	6.8%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	1,264	17.3%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	886	12.1%	100
Spent at fast food/drive-in last 6 months: \$201+	760	10.4%	86

**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 2016 and 2021.



# Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99338  
 Longitude: -102.09870

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,610	35.6%	98
Fast food/drive-in last 6 months: home delivery	608	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	3,329	45.5%	98
Fast food/drive-in last 6 months: take-out/walk-in	1,241	16.9%	87
Fast food/drive-in last 6 months: breakfast	2,151	29.4%	91
Fast food/drive-in last 6 months: lunch	3,382	46.2%	92
Fast food/drive-in last 6 months: dinner	3,233	44.1%	100
Fast food/drive-in last 6 months: snack	891	12.2%	101
Fast food/drive-in last 6 months: weekday	3,930	53.7%	92
Fast food/drive-in last 6 months: weekend	3,478	47.5%	104
Fast food/drive-in last 6 months: A & W	243	3.3%	119
Fast food/drive-in last 6 months: Arby`s	1,116	15.2%	96
Fast food/drive-in last 6 months: Baskin-Robbins	165	2.3%	68
Fast food/drive-in last 6 months: Boston Market	209	2.9%	84
Fast food/drive-in last 6 months: Burger King	2,231	30.5%	100
Fast food/drive-in last 6 months: Captain D`s	241	3.3%	97
Fast food/drive-in last 6 months: Carl`s Jr.	445	6.1%	109
Fast food/drive-in last 6 months: Checkers	235	3.2%	112
Fast food/drive-in last 6 months: Chick-fil-A	985	13.4%	75
Fast food/drive-in last 6 months: Chipotle Mex. Grill	588	8.0%	77
Fast food/drive-in last 6 months: Chuck E. Cheese`s	299	4.1%	122
Fast food/drive-in last 6 months: Church`s Fr. Chicken	339	4.6%	141
Fast food/drive-in last 6 months: Cold Stone Creamery	207	2.8%	93
Fast food/drive-in last 6 months: Dairy Queen	1,190	16.2%	115
Fast food/drive-in last 6 months: Del Taco	409	5.6%	155
Fast food/drive-in last 6 months: Domino`s Pizza	990	13.5%	114
Fast food/drive-in last 6 months: Dunkin` Donuts	701	9.6%	81
Fast food/drive-in last 6 months: Hardee`s	347	4.7%	82
Fast food/drive-in last 6 months: Jack in the Box	818	11.2%	135
Fast food/drive-in last 6 months: KFC	1,620	22.1%	104
Fast food/drive-in last 6 months: Krispy Kreme	292	4.0%	86
Fast food/drive-in last 6 months: Little Caesars	1,188	16.2%	143
Fast food/drive-in last 6 months: Long John Silver`s	442	6.0%	118
Fast food/drive-in last 6 months: McDonald`s	4,059	55.4%	101
Went to Panda Express in last 6 months	690	9.4%	123
Fast food/drive-in last 6 months: Panera Bread	578	7.9%	69
Fast food/drive-in last 6 months: Papa John`s	530	7.2%	81
Fast food/drive-in last 6 months: Papa Murphy`s	345	4.7%	111
Fast food/drive-in last 6 months: Pizza Hut	1,636	22.3%	112
Fast food/drive-in last 6 months: Popeyes Chicken	528	7.2%	93
Fast food/drive-in last 6 months: Quiznos	213	2.9%	91
Fast food/drive-in last 6 months: Sonic Drive-In	750	10.2%	99
Fast food/drive-in last 6 months: Starbucks	987	13.5%	92
Fast food/drive-in last 6 months: Steak `n Shake	402	5.5%	109
Fast food/drive-in last 6 months: Subway	2,099	28.7%	88
Fast food/drive-in last 6 months: Taco Bell	2,539	34.7%	112
Fast food/drive-in last 6 months: Wendy`s	1,960	26.8%	96
Fast food/drive-in last 6 months: Whataburger	400	5.5%	130
Fast food/drive-in last 6 months: White Castle	234	3.2%	111

**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 2016 and 2021.



## Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
Ring: 1 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99338  
Longitude: -102.09870

Went to fine dining restaurant last month	647	8.8%	79
Went to fine dining restaurant 3+ times last month	204	2.8%	89
Spent at fine dining rest in last 6 months: <\$51	150	2.0%	101
Spent at fine dining rest in last 6 months: \$51-\$100	255	3.5%	94
Spent at fine dining rest in last 6 months: \$101-\$200	206	2.8%	76
Spent at fine dining rest in last 6 months: \$201+	218	3.0%	75

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February 10, 2017



# Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99338  
 Longitude: -102.09870

Demographic Summary	2016	2021
Population	41,980	44,789
Population 18+	30,358	32,418
Households	14,959	15,906
Median Household Income	\$51,815	\$54,793

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	21,884	72.1%	97
Went to family restaurant/steak house 4+ times/mo	7,837	25.8%	94
Spent at family rest/steak hse last 6 months: <\$31	2,111	7.0%	98
Spent at family rest/steak hse last 6 months: \$31-50	2,193	7.2%	88
Spent at family rest/steak hse last 6 months: \$51-100	4,431	14.6%	97
Spent at family rest/steak hse last 6 months: \$101-200	3,440	11.3%	95
Spent at family rest/steak hse last 6 months: \$201-300	1,661	5.5%	101
Spent at family rest/steak hse last 6 months: \$301+	1,839	6.1%	83
Family restaurant/steak house last 6 months: breakfast	3,696	12.2%	97
Family restaurant/steak house last 6 months: lunch	5,542	18.3%	97
Family restaurant/steak house last 6 months: dinner	13,263	43.7%	94
Family restaurant/steak house last 6 months: snack	563	1.9%	97
Family restaurant/steak house last 6 months: weekday	8,369	27.6%	91
Family restaurant/steak house last 6 months: weekend	11,946	39.4%	95
Fam rest/steak hse/6 months: Applebee`s	6,293	20.7%	88
Fam rest/steak hse/6 months: Bob Evans Farms	1,265	4.2%	114
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,774	9.1%	107
Fam rest/steak hse/6 months: California Pizza Kitchen	970	3.2%	95
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	847	2.8%	90
Fam rest/steak hse/6 months: The Cheesecake Factory	1,623	5.3%	82
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,489	11.5%	95
Fam rest/steak hse/6 months: CiCi`s Pizza	1,755	5.8%	148
Fam rest/steak hse/6 months: Cracker Barrel	2,543	8.4%	83
Fam rest/steak hse/6 months: Denny`s	3,306	10.9%	118
Fam rest/steak hse/6 months: Golden Corral	2,949	9.7%	120
Fam rest/steak hse/6 months: IHOP	3,427	11.3%	101
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,045	3.4%	101
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,416	4.7%	98
Fam rest/steak hse/6 months: Old Country Buffet	477	1.6%	91
Fam rest/steak hse/6 months: Olive Garden	5,187	17.1%	99
Fam rest/steak hse/6 months: Outback Steakhouse	2,315	7.6%	80
Fam rest/steak hse/6 months: Red Lobster	3,525	11.6%	97
Fam rest/steak hse/6 months: Red Robin	1,783	5.9%	96
Fam rest/steak hse/6 months: Ruby Tuesday	1,485	4.9%	81
Fam rest/steak hse/6 months: Texas Roadhouse	2,366	7.8%	103
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,903	6.3%	83
Fam rest/steak hse/6 months: Waffle House	1,378	4.5%	86
Went to fast food/drive-in restaurant in last 6 mo	27,251	89.8%	100
Went to fast food/drive-in restaurant 9+ times/mo	11,972	39.4%	100
Spent at fast food/drive-in last 6 months: <\$11	1,229	4.0%	94
Spent at fast food/drive-in last 6 months: \$11-\$20	2,358	7.8%	105
Spent at fast food/drive-in last 6 months: \$21-\$40	3,423	11.3%	96
Spent at fast food/drive-in last 6 months: \$41-\$50	2,221	7.3%	97
Spent at fast food/drive-in last 6 months: \$51-\$100	4,853	16.0%	96
Spent at fast food/drive-in last 6 months: \$101-\$200	3,620	11.9%	99
Spent at fast food/drive-in last 6 months: \$201+	3,294	10.9%	89

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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 2016 and 2021.



# Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99338  
 Longitude: -102.09870

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,116	36.6%	101
Fast food/drive-in last 6 months: home delivery	2,557	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	13,757	45.3%	98
Fast food/drive-in last 6 months: take-out/walk-in	5,184	17.1%	88
Fast food/drive-in last 6 months: breakfast	9,346	30.8%	95
Fast food/drive-in last 6 months: lunch	14,458	47.6%	95
Fast food/drive-in last 6 months: dinner	13,082	43.1%	97
Fast food/drive-in last 6 months: snack	3,598	11.9%	98
Fast food/drive-in last 6 months: weekday	16,556	54.5%	94
Fast food/drive-in last 6 months: weekend	14,018	46.2%	101
Fast food/drive-in last 6 months: A & W	861	2.8%	102
Fast food/drive-in last 6 months: Arby`s	4,536	14.9%	94
Fast food/drive-in last 6 months: Baskin-Robbins	836	2.8%	83
Fast food/drive-in last 6 months: Boston Market	959	3.2%	93
Fast food/drive-in last 6 months: Burger King	9,214	30.4%	100
Fast food/drive-in last 6 months: Captain D`s	857	2.8%	83
Fast food/drive-in last 6 months: Carl`s Jr.	1,839	6.1%	109
Fast food/drive-in last 6 months: Checkers	858	2.8%	99
Fast food/drive-in last 6 months: Chick-fil-A	4,507	14.8%	83
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,616	8.6%	83
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,167	3.8%	115
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,684	5.5%	169
Fast food/drive-in last 6 months: Cold Stone Creamery	908	3.0%	98
Fast food/drive-in last 6 months: Dairy Queen	4,524	14.9%	105
Fast food/drive-in last 6 months: Del Taco	1,441	4.7%	132
Fast food/drive-in last 6 months: Domino`s Pizza	4,063	13.4%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	2,972	9.8%	82
Fast food/drive-in last 6 months: Hardee`s	1,399	4.6%	80
Fast food/drive-in last 6 months: Jack in the Box	3,239	10.7%	129
Fast food/drive-in last 6 months: KFC	6,376	21.0%	99
Fast food/drive-in last 6 months: Krispy Kreme	1,290	4.2%	92
Fast food/drive-in last 6 months: Little Caesars	4,822	15.9%	140
Fast food/drive-in last 6 months: Long John Silver`s	1,673	5.5%	108
Fast food/drive-in last 6 months: McDonald`s	16,474	54.3%	98
Went to Panda Express in last 6 months	2,647	8.7%	114
Fast food/drive-in last 6 months: Panera Bread	2,941	9.7%	85
Fast food/drive-in last 6 months: Papa John`s	2,356	7.8%	87
Fast food/drive-in last 6 months: Papa Murphy`s	1,420	4.7%	110
Fast food/drive-in last 6 months: Pizza Hut	6,475	21.3%	106
Fast food/drive-in last 6 months: Popeyes Chicken	2,172	7.2%	92
Fast food/drive-in last 6 months: Quiznos	956	3.1%	98
Fast food/drive-in last 6 months: Sonic Drive-In	3,191	10.5%	102
Fast food/drive-in last 6 months: Starbucks	4,204	13.8%	94
Fast food/drive-in last 6 months: Steak `n Shake	1,682	5.5%	110
Fast food/drive-in last 6 months: Subway	9,003	29.7%	91
Fast food/drive-in last 6 months: Taco Bell	9,776	32.2%	104
Fast food/drive-in last 6 months: Wendy`s	7,851	25.9%	93
Fast food/drive-in last 6 months: Whataburger	1,844	6.1%	145
Fast food/drive-in last 6 months: White Castle	894	2.9%	102

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## Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701

Ring: 2 mile radius

Dub House, MAI, CCIM

Latitude: 31.99338

Longitude: -102.09870

Went to fine dining restaurant last month	3,032	10.0%	89
Went to fine dining restaurant 3+ times last month	934	3.1%	98
Spent at fine dining rest in last 6 months: <\$51	659	2.2%	107
Spent at fine dining rest in last 6 months: \$51-\$100	1,212	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	945	3.1%	84
Spent at fine dining rest in last 6 months: \$201+	1,042	3.4%	87

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February 10, 2017



# Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99338  
 Longitude: -102.09870

Demographic Summary	2016	2021
Population	88,426	95,498
Population 18+	63,994	69,212
Households	31,252	33,618
Median Household Income	\$51,546	\$54,464

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	46,152	72.1%	97
Went to family restaurant/steak house 4+ times/mo	16,813	26.3%	96
Spent at family rest/steak hse last 6 months: <\$31	4,222	6.6%	93
Spent at family rest/steak hse last 6 months: \$31-50	4,811	7.5%	91
Spent at family rest/steak hse last 6 months: \$51-100	9,402	14.7%	97
Spent at family rest/steak hse last 6 months: \$101-200	7,123	11.1%	93
Spent at family rest/steak hse last 6 months: \$201-300	3,503	5.5%	101
Spent at family rest/steak hse last 6 months: \$301+	4,242	6.6%	90
Family restaurant/steak house last 6 months: breakfast	7,752	12.1%	97
Family restaurant/steak house last 6 months: lunch	11,756	18.4%	97
Family restaurant/steak house last 6 months: dinner	28,303	44.2%	95
Family restaurant/steak house last 6 months: snack	1,313	2.1%	108
Family restaurant/steak house last 6 months: weekday	17,904	28.0%	92
Family restaurant/steak house last 6 months: weekend	25,570	40.0%	97
Fam rest/steak hse/6 months: Applebee`s	13,606	21.3%	90
Fam rest/steak hse/6 months: Bob Evans Farms	2,273	3.6%	97
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,017	9.4%	110
Fam rest/steak hse/6 months: California Pizza Kitchen	2,000	3.1%	93
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,925	3.0%	97
Fam rest/steak hse/6 months: The Cheesecake Factory	3,547	5.5%	85
Fam rest/steak hse/6 months: Chili`s Grill & Bar	7,944	12.4%	103
Fam rest/steak hse/6 months: CiCi`s Pizza	3,713	5.8%	149
Fam rest/steak hse/6 months: Cracker Barrel	5,936	9.3%	92
Fam rest/steak hse/6 months: Denny`s	6,900	10.8%	117
Fam rest/steak hse/6 months: Golden Corral	6,353	9.9%	123
Fam rest/steak hse/6 months: IHOP	7,367	11.5%	103
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,398	3.7%	110
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,058	4.8%	100
Fam rest/steak hse/6 months: Old Country Buffet	962	1.5%	87
Fam rest/steak hse/6 months: Olive Garden	10,705	16.7%	97
Fam rest/steak hse/6 months: Outback Steakhouse	5,077	7.9%	84
Fam rest/steak hse/6 months: Red Lobster	7,437	11.6%	97
Fam rest/steak hse/6 months: Red Robin	3,841	6.0%	98
Fam rest/steak hse/6 months: Ruby Tuesday	3,255	5.1%	84
Fam rest/steak hse/6 months: Texas Roadhouse	4,891	7.6%	101
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,196	6.6%	87
Fam rest/steak hse/6 months: Waffle House	3,327	5.2%	98
Went to fast food/drive-in restaurant in last 6 mo	57,570	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	25,541	39.9%	101
Spent at fast food/drive-in last 6 months: <\$11	2,494	3.9%	91
Spent at fast food/drive-in last 6 months: \$11-\$20	4,899	7.7%	104
Spent at fast food/drive-in last 6 months: \$21-\$40	7,326	11.4%	97
Spent at fast food/drive-in last 6 months: \$41-\$50	4,724	7.4%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	10,017	15.7%	94
Spent at fast food/drive-in last 6 months: \$101-\$200	7,539	11.8%	98
Spent at fast food/drive-in last 6 months: \$201+	7,407	11.6%	95

**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 2016 and 2021.



# Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 31.99338  
 Longitude: -102.09870

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	23,613	36.9%	101
Fast food/drive-in last 6 months: home delivery	5,455	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	29,477	46.1%	99
Fast food/drive-in last 6 months: take-out/walk-in	11,284	17.6%	91
Fast food/drive-in last 6 months: breakfast	20,305	31.7%	98
Fast food/drive-in last 6 months: lunch	31,013	48.5%	97
Fast food/drive-in last 6 months: dinner	27,714	43.3%	98
Fast food/drive-in last 6 months: snack	7,663	12.0%	99
Fast food/drive-in last 6 months: weekday	35,478	55.4%	95
Fast food/drive-in last 6 months: weekend	29,643	46.3%	101
Fast food/drive-in last 6 months: A & W	1,694	2.6%	95
Fast food/drive-in last 6 months: Arby`s	9,511	14.9%	94
Fast food/drive-in last 6 months: Baskin-Robbins	1,866	2.9%	88
Fast food/drive-in last 6 months: Boston Market	2,030	3.2%	93
Fast food/drive-in last 6 months: Burger King	19,268	30.1%	99
Fast food/drive-in last 6 months: Captain D`s	2,043	3.2%	94
Fast food/drive-in last 6 months: Carl`s Jr.	3,809	6.0%	107
Fast food/drive-in last 6 months: Checkers	1,892	3.0%	103
Fast food/drive-in last 6 months: Chick-fil-A	10,705	16.7%	94
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,650	8.8%	85
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,443	3.8%	114
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,641	5.7%	173
Fast food/drive-in last 6 months: Cold Stone Creamery	1,821	2.8%	94
Fast food/drive-in last 6 months: Dairy Queen	9,368	14.6%	104
Fast food/drive-in last 6 months: Del Taco	2,728	4.3%	118
Fast food/drive-in last 6 months: Domino`s Pizza	8,567	13.4%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	6,066	9.5%	80
Fast food/drive-in last 6 months: Hardee`s	3,284	5.1%	89
Fast food/drive-in last 6 months: Jack in the Box	6,650	10.4%	125
Fast food/drive-in last 6 months: KFC	13,371	20.9%	99
Fast food/drive-in last 6 months: Krispy Kreme	2,920	4.6%	99
Fast food/drive-in last 6 months: Little Caesars	9,768	15.3%	135
Fast food/drive-in last 6 months: Long John Silver`s	3,651	5.7%	112
Fast food/drive-in last 6 months: McDonald`s	34,762	54.3%	99
Went to Panda Express in last 6 months	5,302	8.3%	108
Fast food/drive-in last 6 months: Panera Bread	6,439	10.1%	89
Fast food/drive-in last 6 months: Papa John`s	5,690	8.9%	100
Fast food/drive-in last 6 months: Papa Murphy`s	3,044	4.8%	112
Fast food/drive-in last 6 months: Pizza Hut	13,711	21.4%	107
Fast food/drive-in last 6 months: Popeyes Chicken	4,942	7.7%	99
Fast food/drive-in last 6 months: Quiznos	2,096	3.3%	102
Fast food/drive-in last 6 months: Sonic Drive-In	6,990	10.9%	106
Fast food/drive-in last 6 months: Starbucks	8,854	13.8%	94
Fast food/drive-in last 6 months: Steak `n Shake	3,539	5.5%	109
Fast food/drive-in last 6 months: Subway	19,724	30.8%	95
Fast food/drive-in last 6 months: Taco Bell	20,468	32.0%	103
Fast food/drive-in last 6 months: Wendy`s	16,894	26.4%	95
Fast food/drive-in last 6 months: Whataburger	4,084	6.4%	152
Fast food/drive-in last 6 months: White Castle	1,760	2.8%	95

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## Restaurant Market Potential

2301 W Wall St, Midland, Texas, 79701  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99338  
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Went to fine dining restaurant last month	6,330	9.9%	88
Went to fine dining restaurant 3+ times last month	1,897	3.0%	95
Spent at fine dining rest in last 6 months: <\$51	1,286	2.0%	99
Spent at fine dining rest in last 6 months: \$51-\$100	2,564	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	2,055	3.2%	87
Spent at fine dining rest in last 6 months: \$201+	2,143	3.3%	85

**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.

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