



# Retail Market Potential

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

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

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

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,380	46.1%	98
Bought any women's clothing in last 12 months	3,128	42.7%	97
Bought clothing for child <13 years in last 6 months	2,378	32.5%	118
Bought any shoes in last 12 months	4,014	54.8%	102
Bought costume jewelry in last 12 months	1,402	19.1%	98
Bought any fine jewelry in last 12 months	1,304	17.8%	97
Bought a watch in last 12 months	746	10.2%	92
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,190	86.3%	101
HH bought/leased new vehicle last 12 mo	298	8.1%	86
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,363	86.9%	102
Bought/changed motor oil in last 12 months	3,782	51.6%	105
Had tune-up in last 12 months	2,398	32.7%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,880	66.6%	102
Drank regular cola in last 6 months	3,617	49.4%	110
Drank beer/ale in last 6 months	3,169	43.3%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,901	26.0%	89
Own digital single-lens reflex (SLR) camera	491	6.7%	78
Bought any camera in last 12 months	377	5.1%	90
Printed digital photos in last 12 months	207	2.8%	97
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,542	34.7%	96
Have a smartphone	4,083	55.7%	95
Have a smartphone: Android phone (any brand)	2,259	30.8%	115
Have a smartphone: Apple iPhone	1,390	19.0%	73
Number of cell phones in household: 1	1,230	33.3%	103
Number of cell phones in household: 2	1,357	36.7%	98
Number of cell phones in household: 3+	954	25.8%	101
HH has cell phone only (no landline telephone)	1,881	50.9%	121
<b>Computers (Households)</b>			
HH owns a computer	2,622	70.9%	92
HH owns desktop computer	1,576	42.6%	94
HH owns laptop/notebook	1,807	48.9%	90
HH owns any Apple/Mac brand computer	394	10.7%	71
HH owns any PC/non-Apple brand computer	2,388	64.6%	95
HH purchased most recent computer in a store	1,246	33.7%	90
HH purchased most recent computer online	404	10.9%	84
Spent <\$500 on most recent home computer	573	15.5%	107
Spent \$500-\$999 on most recent home computer	616	16.7%	87
Spent \$1,000-\$1,499 on most recent home computer	274	7.4%	78
Spent \$1,500-\$1,999 on most recent home computer	147	4.0%	87
Spent \$2,000+ on most recent home computer	130	3.5%	90

**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 2016 and 2021.



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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	3,722	50.8%	100
Bought brewed coffee at convenience store in last 30 days	1,345	18.4%	117
Bought cigarettes at convenience store in last 30 days	1,052	14.4%	115
Bought gas at convenience store in last 30 days	2,528	34.5%	104
Spent at convenience store in last 30 days: <\$20	530	7.2%	89
Spent at convenience store in last 30 days: \$20-\$39	715	9.8%	108
Spent at convenience store in last 30 days: \$40-\$50	461	6.3%	83
Spent at convenience store in last 30 days: \$51-\$99	370	5.1%	114
Spent at convenience store in last 30 days: \$100+	1,775	24.2%	106
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,323	59.0%	99
Went to live theater in last 12 months	775	10.6%	81
Went to a bar/night club in last 12 months	1,098	15.0%	90
Dined out in last 12 months	2,873	39.2%	87
Gambled at a casino in last 12 months	987	13.5%	98
Visited a theme park in last 12 months	1,260	17.2%	98
Viewed movie (video-on-demand) in last 30 days	1,118	15.3%	90
Viewed TV show (video-on-demand) in last 30 days	798	10.9%	84
Watched any pay-per-view TV in last 12 months	973	13.3%	101
Downloaded a movie over the Internet in last 30 days	465	6.3%	88
Downloaded any individual song in last 6 months	1,236	16.9%	83
Watched a movie online in the last 30 days	1,126	15.4%	96
Watched a TV program online in last 30 days	886	12.1%	81
Played a video/electronic game (console) in last 12 months	824	11.3%	108
Played a video/electronic game (portable) in last 12 months	346	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,888	25.8%	83
Used ATM/cash machine in last 12 months	3,265	44.6%	91
Own any stock	437	6.0%	78
Own U.S. savings bond	342	4.7%	88
Own shares in mutual fund (stock)	402	5.5%	76
Own shares in mutual fund (bonds)	257	3.5%	72
Have interest checking account	1,611	22.0%	78
Have non-interest checking account	2,044	27.9%	99
Have savings account	3,513	48.0%	89
Have 401K retirement savings plan	945	12.9%	89
Own/used any credit/debit card in last 12 months	5,116	69.9%	94
Avg monthly credit card expenditures: <\$111	770	10.5%	91
Avg monthly credit card expenditures: \$111-\$225	431	5.9%	85
Avg monthly credit card expenditures: \$226-\$450	381	5.2%	82
Avg monthly credit card expenditures: \$451-\$700	298	4.1%	76
Avg monthly credit card expenditures: \$701-\$1,000	256	3.5%	81
Avg monthly credit card expenditures: \$1,001+	435	5.9%	65
Did banking online in last 12 months	2,135	29.2%	82
Did banking on mobile device in last 12 months	883	12.1%	86
Paid bills online in last 12 months	2,887	39.4%	92

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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	2,582	69.8%	100
Used bread in last 6 months	3,497	94.6%	101
Used chicken (fresh or frozen) in last 6 months	2,510	67.9%	98
Used turkey (fresh or frozen) in last 6 months	547	14.8%	93
Used fish/seafood (fresh or frozen) in last 6 months	2,020	54.6%	100
Used fresh fruit/vegetables in last 6 months	3,106	84.0%	98
Used fresh milk in last 6 months	3,220	87.1%	99
Used organic food in last 6 months	712	19.3%	98
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,839	25.1%	88
Exercise at club 2+ times per week	821	11.2%	86
Visited a doctor in last 12 months	5,161	70.5%	93
Used vitamin/dietary supplement in last 6 months	3,655	49.9%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	920	24.9%	93
Used housekeeper/maid/professional HH cleaning service in last 12	415	11.2%	85
Purchased low ticket HH furnishings in last 12 months	535	14.5%	90
Purchased big ticket HH furnishings in last 12 months	739	20.0%	96
Bought any small kitchen appliance in last 12 months	770	20.8%	94
Bought any large kitchen appliance in last 12 months	498	13.5%	106
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,748	37.5%	88
Carry medical/hospital/accident insurance	4,471	61.0%	93
Carry homeowner insurance	2,954	40.3%	86
Carry renter's insurance	470	6.4%	79
Have auto insurance: 1 vehicle in household covered	1,201	32.5%	105
Have auto insurance: 2 vehicles in household covered	1,099	29.7%	104
Have auto insurance: 3+ vehicles in household covered	701	19.0%	87
<b>Pets (Households)</b>			
Household owns any pet	2,082	56.3%	105
Household owns any cat	857	23.2%	103
Household owns any dog	1,588	42.9%	105
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,986	40.8%	96
Usually buy items on credit rather than wait	794	10.8%	92
Usually buy based on quality - not price	1,268	17.3%	96
Price is usually more important than brand name	1,985	27.1%	103
Usually use coupons for brands I buy often	1,433	19.6%	103
Am interested in how to help the environment	1,371	18.7%	115
Usually pay more for environ safe product	1,040	14.2%	111
Usually value green products over convenience	929	12.7%	121
Likely to buy a brand that supports a charity	2,584	35.3%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	782	10.7%	81
Bought hardcover book in last 12 months	1,300	17.7%	85
Bought paperback book in last 12 month	2,022	27.6%	88
Read any daily newspaper (paper version)	1,772	24.2%	92
Read any digital newspaper in last 30 days	2,193	29.9%	90
Read any magazine (paper/electronic version) in last 6 months	6,452	88.1%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,300	72.4%	97
Went to family restaurant/steak house: 4+ times a month	1,777	24.3%	88
Went to fast food/drive-in restaurant in last 6 months	6,581	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,861	39.1%	99
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,989	27.2%	86
Own e-reader/tablet: iPad	866	11.8%	77
Own any portable MP3 player	2,051	28.0%	91
HH owns 1 TV	773	20.9%	102
HH owns 2 TVs	950	25.7%	99
HH owns 3 TVs	815	22.0%	103
HH owns 4+ TVs	693	18.7%	99
HH subscribes to cable TV	1,763	47.7%	96
HH subscribes to fiber optic	222	6.0%	79
HH has satellite dish	867	23.4%	92
HH owns DVD/Blu-ray player	2,211	59.8%	99
HH owns camcorder	390	10.5%	76
HH owns portable GPS navigation device	850	23.0%	84
HH purchased video game system in last 12 mos	245	6.6%	83
HH owns Internet video device for TV	231	6.2%	89
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,048	41.6%	83
Took 3+ domestic non-business trips in last 12 months	556	7.6%	68
Spent on domestic vacations in last 12 months: <\$1,000	643	8.8%	82
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	359	4.9%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	230	3.1%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	232	3.2%	81
Spent on domestic vacations in last 12 months: \$3,000+	295	4.0%	73
Domestic travel in the 12 months: used general travel website	366	5.0%	74
Foreign travel in last 3 years	1,409	19.2%	80
Took 3+ foreign trips by plane in last 3 years	224	3.1%	68
Spent on foreign vacations in last 12 months: <\$1,000	227	3.1%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	188	2.6%	79
Spent on foreign vacations in last 12 months: \$3,000+	264	3.6%	73
Foreign travel in last 3 years: used general travel website	267	3.6%	65
Nights spent in hotel/motel in last 12 months: any	2,391	32.6%	80
Took cruise of more than one day in last 3 years	399	5.4%	65
Member of any frequent flyer program	757	10.3%	63
Member of any hotel rewards program	684	9.3%	66

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# Retail Market Potential

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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/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	14,138	46.6%	99
Bought any women's clothing in last 12 months	12,952	42.7%	97
Bought clothing for child <13 years in last 6 months	9,418	31.0%	113
Bought any shoes in last 12 months	16,449	54.2%	101
Bought costume jewelry in last 12 months	5,790	19.1%	98
Bought any fine jewelry in last 12 months	5,411	17.8%	97
Bought a watch in last 12 months	3,226	10.6%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	12,830	85.8%	100
HH bought/leased new vehicle last 12 mo	1,215	8.1%	86
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	25,897	85.3%	100
Bought/changed motor oil in last 12 months	15,252	50.2%	102
Had tune-up in last 12 months	9,647	31.8%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	20,055	66.1%	101
Drank regular cola in last 6 months	14,856	48.9%	109
Drank beer/ale in last 6 months	13,416	44.2%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	7,933	26.1%	90
Own digital single-lens reflex (SLR) camera	2,318	7.6%	89
Bought any camera in last 12 months	1,647	5.4%	95
Printed digital photos in last 12 months	899	3.0%	101
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	10,437	34.4%	95
Have a smartphone	16,875	55.6%	94
Have a smartphone: Android phone (any brand)	8,939	29.4%	109
Have a smartphone: Apple iPhone	6,180	20.4%	79
Number of cell phones in household: 1	4,985	33.3%	104
Number of cell phones in household: 2	5,434	36.3%	97
Number of cell phones in household: 3+	3,803	25.4%	100
HH has cell phone only (no landline telephone)	7,214	48.2%	115
<b>Computers (Households)</b>			
HH owns a computer	10,579	70.7%	92
HH owns desktop computer	6,268	41.9%	93
HH owns laptop/notebook	7,450	49.8%	92
HH owns any Apple/Mac brand computer	1,869	12.5%	83
HH owns any PC/non-Apple brand computer	9,518	63.6%	94
HH purchased most recent computer in a store	5,097	34.1%	91
HH purchased most recent computer online	1,675	11.2%	86
Spent <\$500 on most recent home computer	2,148	14.4%	99
Spent \$500-\$999 on most recent home computer	2,521	16.9%	88
Spent \$1,000-\$1,499 on most recent home computer	1,205	8.1%	85
Spent \$1,500-\$1,999 on most recent home computer	648	4.3%	95
Spent \$2,000+ on most recent home computer	560	3.7%	95

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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	14,862	49.0%	96
Bought brewed coffee at convenience store in last 30 days	5,153	17.0%	108
Bought cigarettes at convenience store in last 30 days	3,882	12.8%	102
Bought gas at convenience store in last 30 days	9,943	32.8%	99
Spent at convenience store in last 30 days: <\$20	2,257	7.4%	92
Spent at convenience store in last 30 days: \$20-\$39	2,726	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	1,985	6.5%	86
Spent at convenience store in last 30 days: \$51-\$99	1,403	4.6%	104
Spent at convenience store in last 30 days: \$100+	7,088	23.3%	102
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	17,649	58.1%	98
Went to live theater in last 12 months	3,405	11.2%	86
Went to a bar/night club in last 12 months	4,576	15.1%	90
Dined out in last 12 months	12,301	40.5%	90
Gambled at a casino in last 12 months	4,029	13.3%	97
Visited a theme park in last 12 months	5,040	16.6%	94
Viewed movie (video-on-demand) in last 30 days	4,617	15.2%	89
Viewed TV show (video-on-demand) in last 30 days	3,371	11.1%	86
Watched any pay-per-view TV in last 12 months	3,950	13.0%	99
Downloaded a movie over the Internet in last 30 days	1,953	6.4%	90
Downloaded any individual song in last 6 months	5,526	18.2%	89
Watched a movie online in the last 30 days	4,455	14.7%	92
Watched a TV program online in last 30 days	3,695	12.2%	81
Played a video/electronic game (console) in last 12 months	3,177	10.5%	100
Played a video/electronic game (portable) in last 12 months	1,439	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	8,254	27.2%	87
Used ATM/cash machine in last 12 months	13,599	44.8%	91
Own any stock	2,083	6.9%	90
Own U.S. savings bond	1,598	5.3%	99
Own shares in mutual fund (stock)	1,962	6.5%	89
Own shares in mutual fund (bonds)	1,256	4.1%	85
Have interest checking account	7,114	23.4%	83
Have non-interest checking account	8,383	27.6%	98
Have savings account	14,570	48.0%	89
Have 401K retirement savings plan	3,832	12.6%	87
Own/used any credit/debit card in last 12 months	21,109	69.5%	93
Avg monthly credit card expenditures: <\$111	3,117	10.3%	89
Avg monthly credit card expenditures: \$111-\$225	1,956	6.4%	94
Avg monthly credit card expenditures: \$226-\$450	1,926	6.3%	100
Avg monthly credit card expenditures: \$451-\$700	1,407	4.6%	87
Avg monthly credit card expenditures: \$701-\$1,000	1,239	4.1%	95
Avg monthly credit card expenditures: \$1,001+	2,295	7.6%	83
Did banking online in last 12 months	9,254	30.5%	85
Did banking on mobile device in last 12 months	3,668	12.1%	86
Paid bills online in last 12 months	11,881	39.1%	91

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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	10,503	70.2%	101
Used bread in last 6 months	14,064	94.0%	100
Used chicken (fresh or frozen) in last 6 months	10,335	69.1%	100
Used turkey (fresh or frozen) in last 6 months	2,313	15.5%	98
Used fish/seafood (fresh or frozen) in last 6 months	8,309	55.5%	102
Used fresh fruit/vegetables in last 6 months	12,756	85.3%	99
Used fresh milk in last 6 months	13,180	88.1%	100
Used organic food in last 6 months	3,016	20.2%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,939	26.2%	92
Exercise at club 2+ times per week	3,522	11.6%	89
Visited a doctor in last 12 months	21,667	71.4%	94
Used vitamin/dietary supplement in last 6 months	15,437	50.8%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,818	25.5%	95
Used housekeeper/maid/professional HH cleaning service in last 12	1,985	13.3%	101
Purchased low ticket HH furnishings in last 12 months	2,325	15.5%	97
Purchased big ticket HH furnishings in last 12 months	3,035	20.3%	97
Bought any small kitchen appliance in last 12 months	3,227	21.6%	97
Bought any large kitchen appliance in last 12 months	1,907	12.7%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	11,502	37.9%	89
Carry medical/hospital/accident insurance	18,433	60.7%	93
Carry homeowner insurance	12,536	41.3%	88
Carry renter's insurance	2,107	6.9%	85
Have auto insurance: 1 vehicle in household covered	4,881	32.6%	106
Have auto insurance: 2 vehicles in household covered	4,284	28.6%	101
Have auto insurance: 3+ vehicles in household covered	2,877	19.2%	88
<b>Pets (Households)</b>			
Household owns any pet	8,018	53.6%	100
Household owns any cat	3,194	21.4%	95
Household owns any dog	6,167	41.2%	101
<b>Psychographics (Adults)</b>			
Buying American is important to me	12,480	41.1%	97
Usually buy items on credit rather than wait	3,410	11.2%	96
Usually buy based on quality - not price	5,292	17.4%	97
Price is usually more important than brand name	7,790	25.7%	98
Usually use coupons for brands I buy often	5,918	19.5%	103
Am interested in how to help the environment	5,930	19.5%	120
Usually pay more for environ safe product	4,250	14.0%	110
Usually value green products over convenience	3,518	11.6%	110
Likely to buy a brand that supports a charity	10,421	34.3%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,341	11.0%	83
Bought hardcover book in last 12 months	5,599	18.4%	88
Bought paperback book in last 12 month	8,765	28.9%	92
Read any daily newspaper (paper version)	7,276	24.0%	92
Read any digital newspaper in last 30 days	8,955	29.5%	89
Read any magazine (paper/electronic version) in last 6 months	26,695	87.9%	97

**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.

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	21,884	72.1%	97
Went to family restaurant/steak house: 4+ times a month	7,837	25.8%	94
Went to fast food/drive-in restaurant in last 6 months	27,251	89.8%	100
Went to fast food/drive-in restaurant 9+ times/mo	11,972	39.4%	100
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	8,231	27.1%	85
Own e-reader/tablet: iPad	4,041	13.3%	87
Own any portable MP3 player	8,593	28.3%	92
HH owns 1 TV	3,101	20.7%	101
HH owns 2 TVs	3,904	26.1%	101
HH owns 3 TVs	3,240	21.7%	101
HH owns 4+ TVs	2,795	18.7%	99
HH subscribes to cable TV	7,455	49.8%	100
HH subscribes to fiber optic	1,065	7.1%	94
HH has satellite dish	3,211	21.5%	85
HH owns DVD/Blu-ray player	8,786	58.7%	97
HH owns camcorder	1,810	12.1%	87
HH owns portable GPS navigation device	3,669	24.5%	89
HH purchased video game system in last 12 mos	934	6.2%	79
HH owns Internet video device for TV	990	6.6%	94
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	13,377	44.1%	88
Took 3+ domestic non-business trips in last 12 months	2,715	8.9%	81
Spent on domestic vacations in last 12 months: <\$1,000	2,809	9.3%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,659	5.5%	94
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,058	3.5%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,066	3.5%	90
Spent on domestic vacations in last 12 months: \$3,000+	1,437	4.7%	86
Domestic travel in the 12 months: used general travel website	1,761	5.8%	86
Foreign travel in last 3 years	6,357	20.9%	87
Took 3+ foreign trips by plane in last 3 years	1,105	3.6%	81
Spent on foreign vacations in last 12 months: <\$1,000	1,144	3.8%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	878	2.9%	89
Spent on foreign vacations in last 12 months: \$3,000+	1,271	4.2%	84
Foreign travel in last 3 years: used general travel website	1,399	4.6%	83
Nights spent in hotel/motel in last 12 months: any	10,465	34.5%	85
Took cruise of more than one day in last 3 years	2,045	6.7%	80
Member of any frequent flyer program	3,898	12.8%	79
Member of any hotel rewards program	3,436	11.3%	80

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# Retail 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/HHS	Percent of Adults/HHS	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	29,624	46.3%	98
Bought any women's clothing in last 12 months	27,296	42.7%	97
Bought clothing for child <13 years in last 6 months	19,295	30.2%	109
Bought any shoes in last 12 months	34,244	53.5%	99
Bought costume jewelry in last 12 months	12,241	19.1%	98
Bought any fine jewelry in last 12 months	11,638	18.2%	99
Bought a watch in last 12 months	7,037	11.0%	100
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	26,678	85.4%	100
HH bought/leased new vehicle last 12 mo	2,556	8.2%	87
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	54,374	85.0%	100
Bought/changed motor oil in last 12 months	31,993	50.0%	102
Had tune-up in last 12 months	20,114	31.4%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	41,986	65.6%	100
Drank regular cola in last 6 months	31,306	48.9%	109
Drank beer/ale in last 6 months	27,873	43.6%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	16,534	25.8%	89
Own digital single-lens reflex (SLR) camera	5,175	8.1%	94
Bought any camera in last 12 months	3,477	5.4%	95
Printed digital photos in last 12 months	1,860	2.9%	99
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	22,495	35.2%	97
Have a smartphone	36,388	56.9%	97
Have a smartphone: Android phone (any brand)	19,050	29.8%	111
Have a smartphone: Apple iPhone	13,639	21.3%	82
Number of cell phones in household: 1	10,159	32.5%	101
Number of cell phones in household: 2	11,454	36.7%	98
Number of cell phones in household: 3+	7,919	25.3%	100
HH has cell phone only (no landline telephone)	14,962	47.9%	114
<b>Computers (Households)</b>			
HH owns a computer	22,359	71.5%	93
HH owns desktop computer	13,032	41.7%	92
HH owns laptop/notebook	15,926	51.0%	94
HH owns any Apple/Mac brand computer	4,039	12.9%	86
HH owns any PC/non-Apple brand computer	20,026	64.1%	94
HH purchased most recent computer in a store	10,708	34.3%	91
HH purchased most recent computer online	3,591	11.5%	88
Spent <\$500 on most recent home computer	4,325	13.8%	95
Spent \$500-\$999 on most recent home computer	5,301	17.0%	89
Spent \$1,000-\$1,499 on most recent home computer	2,563	8.2%	87
Spent \$1,500-\$1,999 on most recent home computer	1,412	4.5%	99
Spent \$2,000+ on most recent home computer	1,169	3.7%	95

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	31,284	48.9%	96
Bought brewed coffee at convenience store in last 30 days	10,259	16.0%	102
Bought cigarettes at convenience store in last 30 days	8,334	13.0%	104
Bought gas at convenience store in last 30 days	21,299	33.3%	101
Spent at convenience store in last 30 days: <\$20	4,782	7.5%	92
Spent at convenience store in last 30 days: \$20-\$39	5,426	8.5%	94
Spent at convenience store in last 30 days: \$40-\$50	4,434	6.9%	91
Spent at convenience store in last 30 days: \$51-\$99	2,921	4.6%	103
Spent at convenience store in last 30 days: \$100+	15,135	23.7%	103
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	37,161	58.1%	98
Went to live theater in last 12 months	7,053	11.0%	85
Went to a bar/night club in last 12 months	9,658	15.1%	90
Dined out in last 12 months	26,366	41.2%	92
Gambled at a casino in last 12 months	8,167	12.8%	93
Visited a theme park in last 12 months	10,507	16.4%	93
Viewed movie (video-on-demand) in last 30 days	9,667	15.1%	89
Viewed TV show (video-on-demand) in last 30 days	7,150	11.2%	87
Watched any pay-per-view TV in last 12 months	8,182	12.8%	97
Downloaded a movie over the Internet in last 30 days	4,394	6.9%	96
Downloaded any individual song in last 6 months	12,298	19.2%	94
Watched a movie online in the last 30 days	9,737	15.2%	95
Watched a TV program online in last 30 days	8,327	13.0%	87
Played a video/electronic game (console) in last 12 months	6,694	10.5%	100
Played a video/electronic game (portable) in last 12 months	3,093	4.8%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	17,700	27.7%	89
Used ATM/cash machine in last 12 months	29,238	45.7%	93
Own any stock	4,293	6.7%	88
Own U.S. savings bond	3,083	4.8%	91
Own shares in mutual fund (stock)	4,131	6.5%	89
Own shares in mutual fund (bonds)	2,646	4.1%	85
Have interest checking account	15,117	23.6%	84
Have non-interest checking account	17,838	27.9%	99
Have savings account	31,080	48.6%	90
Have 401K retirement savings plan	8,203	12.8%	88
Own/used any credit/debit card in last 12 months	44,904	70.2%	94
Avg monthly credit card expenditures: <\$111	6,824	10.7%	92
Avg monthly credit card expenditures: \$111-\$225	4,162	6.5%	94
Avg monthly credit card expenditures: \$226-\$450	4,205	6.6%	104
Avg monthly credit card expenditures: \$451-\$700	3,012	4.7%	88
Avg monthly credit card expenditures: \$701-\$1,000	2,448	3.8%	89
Avg monthly credit card expenditures: \$1,001+	5,033	7.9%	87
Did banking online in last 12 months	20,702	32.3%	91
Did banking on mobile device in last 12 months	8,453	13.2%	94
Paid bills online in last 12 months	25,802	40.3%	94

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	21,818	69.8%	100
Used bread in last 6 months	29,350	93.9%	100
Used chicken (fresh or frozen) in last 6 months	21,660	69.3%	100
Used turkey (fresh or frozen) in last 6 months	4,868	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	17,375	55.6%	102
Used fresh fruit/vegetables in last 6 months	26,706	85.5%	100
Used fresh milk in last 6 months	27,580	88.3%	100
Used organic food in last 6 months	6,271	20.1%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,744	26.2%	92
Exercise at club 2+ times per week	7,372	11.5%	89
Visited a doctor in last 12 months	46,052	72.0%	95
Used vitamin/dietary supplement in last 6 months	32,491	50.8%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	7,955	25.5%	95
Used housekeeper/maid/professional HH cleaning service in last 12	4,115	13.2%	100
Purchased low ticket HH furnishings in last 12 months	5,031	16.1%	100
Purchased big ticket HH furnishings in last 12 months	6,387	20.4%	98
Bought any small kitchen appliance in last 12 months	6,895	22.1%	99
Bought any large kitchen appliance in last 12 months	3,899	12.5%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	24,310	38.0%	89
Carry medical/hospital/accident insurance	39,057	61.0%	93
Carry homeowner insurance	26,445	41.3%	88
Carry renter's insurance	4,898	7.7%	94
Have auto insurance: 1 vehicle in household covered	10,352	33.1%	107
Have auto insurance: 2 vehicles in household covered	8,766	28.0%	98
Have auto insurance: 3+ vehicles in household covered	5,899	18.9%	86
<b>Pets (Households)</b>			
Household owns any pet	16,648	53.3%	99
Household owns any cat	6,602	21.1%	94
Household owns any dog	12,882	41.2%	101
<b>Psychographics (Adults)</b>			
Buying American is important to me	26,259	41.0%	97
Usually buy items on credit rather than wait	7,260	11.3%	97
Usually buy based on quality - not price	11,144	17.4%	97
Price is usually more important than brand name	16,477	25.7%	98
Usually use coupons for brands I buy often	12,238	19.1%	101
Am interested in how to help the environment	12,509	19.5%	120
Usually pay more for environ safe product	8,724	13.6%	107
Usually value green products over convenience	6,995	10.9%	104
Likely to buy a brand that supports a charity	21,596	33.7%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	7,190	11.2%	85
Bought hardcover book in last 12 months	12,095	18.9%	90
Bought paperback book in last 12 month	18,896	29.5%	94
Read any daily newspaper (paper version)	14,789	23.1%	88
Read any digital newspaper in last 30 days	18,939	29.6%	89
Read any magazine (paper/electronic version) in last 6 months	56,366	88.1%	97

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# Retail 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/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	46,152	72.1%	97
Went to family restaurant/steak house: 4+ times a month	16,813	26.3%	96
Went to fast food/drive-in restaurant in last 6 months	57,570	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	25,541	39.9%	101
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	17,757	27.7%	87
Own e-reader/tablet: iPad	8,746	13.7%	89
Own any portable MP3 player	18,324	28.6%	93
HH owns 1 TV	6,639	21.2%	104
HH owns 2 TVs	8,007	25.6%	99
HH owns 3 TVs	6,766	21.6%	101
HH owns 4+ TVs	5,623	18.0%	95
HH subscribes to cable TV	15,604	49.9%	101
HH subscribes to fiber optic	2,264	7.2%	95
HH has satellite dish	6,787	21.7%	86
HH owns DVD/Blu-ray player	18,259	58.4%	97
HH owns camcorder	3,809	12.2%	87
HH owns portable GPS navigation device	7,647	24.5%	89
HH purchased video game system in last 12 mos	2,053	6.6%	83
HH owns Internet video device for TV	2,125	6.8%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	28,845	45.1%	90
Took 3+ domestic non-business trips in last 12 months	6,003	9.4%	84
Spent on domestic vacations in last 12 months: <\$1,000	6,116	9.6%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,532	5.5%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,214	3.5%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,228	3.5%	89
Spent on domestic vacations in last 12 months: \$3,000+	3,103	4.8%	88
Domestic travel in the 12 months: used general travel website	3,762	5.9%	87
Foreign travel in last 3 years	13,634	21.3%	88
Took 3+ foreign trips by plane in last 3 years	2,458	3.8%	85
Spent on foreign vacations in last 12 months: <\$1,000	2,500	3.9%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,926	3.0%	92
Spent on foreign vacations in last 12 months: \$3,000+	2,740	4.3%	86
Foreign travel in last 3 years: used general travel website	3,099	4.8%	87
Nights spent in hotel/motel in last 12 months: any	22,471	35.1%	86
Took cruise of more than one day in last 3 years	4,567	7.1%	85
Member of any frequent flyer program	8,621	13.5%	83
Member of any hotel rewards program	7,577	11.8%	84

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