



Restaurant Market Potential

3314 W Loop 250 N, Midland, Texas, 79707
 Ring Band: 0 - 1 mile radius

Dub House, MAI, CCIM
 Latitude: 32.03372
 Longitude: -102.13024

Demographic Summary	2016	2021
Population	11,768	12,435
Population 18+	9,247	9,767
Households	5,185	5,462
Median Household Income	\$64,490	\$70,488

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	7,330	79.3%	106
Went to family restaurant/steak house 4+ times/mo	2,897	31.3%	114
Spent at family rest/steak hse last 6 months: <\$31	628	6.8%	96
Spent at family rest/steak hse last 6 months: \$31-50	739	8.0%	97
Spent at family rest/steak hse last 6 months: \$51-100	1,508	16.3%	108
Spent at family rest/steak hse last 6 months: \$101-200	1,080	11.7%	98
Spent at family rest/steak hse last 6 months: \$201-300	584	6.3%	116
Spent at family rest/steak hse last 6 months: \$301+	764	8.3%	113
Family restaurant/steak house last 6 months: breakfast	1,272	13.8%	110
Family restaurant/steak house last 6 months: lunch	1,855	20.1%	106
Family restaurant/steak house last 6 months: dinner	4,807	52.0%	112
Family restaurant/steak house last 6 months: snack	204	2.2%	116
Family restaurant/steak house last 6 months: weekday	3,403	36.8%	121
Family restaurant/steak house last 6 months: weekend	3,969	42.9%	104
Fam rest/steak hse/6 months: Applebee`s	2,176	23.5%	100
Fam rest/steak hse/6 months: Bob Evans Farms	313	3.4%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,078	11.7%	137
Fam rest/steak hse/6 months: California Pizza Kitchen	379	4.1%	122
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	420	4.5%	146
Fam rest/steak hse/6 months: The Cheesecake Factory	621	6.7%	103
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,353	14.6%	121
Fam rest/steak hse/6 months: CiCi`s Pizza	441	4.8%	122
Fam rest/steak hse/6 months: Cracker Barrel	1,008	10.9%	108
Fam rest/steak hse/6 months: Denny`s	796	8.6%	93
Fam rest/steak hse/6 months: Golden Corral	680	7.4%	91
Fam rest/steak hse/6 months: IHOP	1,144	12.4%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	360	3.9%	114
Fam rest/steak hse/6 months: LongHorn Steakhouse	459	5.0%	104
Fam rest/steak hse/6 months: Old Country Buffet	139	1.5%	87
Fam rest/steak hse/6 months: Olive Garden	1,792	19.4%	112
Fam rest/steak hse/6 months: Outback Steakhouse	953	10.3%	109
Fam rest/steak hse/6 months: Red Lobster	1,038	11.2%	93
Fam rest/steak hse/6 months: Red Robin	634	6.9%	112
Fam rest/steak hse/6 months: Ruby Tuesday	600	6.5%	107
Fam rest/steak hse/6 months: Texas Roadhouse	909	9.8%	130
Fam rest/steak hse/6 months: T.G.I. Friday`s	686	7.4%	98
Fam rest/steak hse/6 months: Waffle House	514	5.6%	105
Went to fast food/drive-in restaurant in last 6 mo	8,479	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,932	42.5%	108
Spent at fast food/drive-in last 6 months: <\$11	330	3.6%	83
Spent at fast food/drive-in last 6 months: \$11-\$20	683	7.4%	100
Spent at fast food/drive-in last 6 months: \$21-\$40	1,197	12.9%	110
Spent at fast food/drive-in last 6 months: \$41-\$50	641	6.9%	92
Spent at fast food/drive-in last 6 months: \$51-\$100	1,433	15.5%	93
Spent at fast food/drive-in last 6 months: \$101-\$200	1,194	12.9%	107
Spent at fast food/drive-in last 6 months: \$201+	1,268	13.7%	113

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.



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 Latitude: 32.03372
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	3,510	38.0%	104
Fast food/drive-in last 6 months: home delivery	849	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	4,662	50.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,998	21.6%	111
Fast food/drive-in last 6 months: breakfast	3,172	34.3%	106
Fast food/drive-in last 6 months: lunch	5,016	54.2%	109
Fast food/drive-in last 6 months: dinner	4,429	47.9%	108
Fast food/drive-in last 6 months: snack	1,298	14.0%	116
Fast food/drive-in last 6 months: weekday	5,747	62.1%	107
Fast food/drive-in last 6 months: weekend	4,437	48.0%	105
Fast food/drive-in last 6 months: A & W	221	2.4%	86
Fast food/drive-in last 6 months: Arby`s	1,598	17.3%	109
Fast food/drive-in last 6 months: Baskin-Robbins	342	3.7%	112
Fast food/drive-in last 6 months: Boston Market	297	3.2%	94
Fast food/drive-in last 6 months: Burger King	2,681	29.0%	95
Fast food/drive-in last 6 months: Captain D`s	206	2.2%	65
Fast food/drive-in last 6 months: Carl`s Jr.	496	5.4%	96
Fast food/drive-in last 6 months: Checkers	195	2.1%	74
Fast food/drive-in last 6 months: Chick-fil-A	2,041	22.1%	123
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,329	14.4%	138
Fast food/drive-in last 6 months: Chuck E. Cheese`s	349	3.8%	113
Fast food/drive-in last 6 months: Church`s Fr. Chicken	273	3.0%	90
Fast food/drive-in last 6 months: Cold Stone Creamery	307	3.3%	109
Fast food/drive-in last 6 months: Dairy Queen	1,369	14.8%	105
Fast food/drive-in last 6 months: Del Taco	297	3.2%	89
Fast food/drive-in last 6 months: Domino`s Pizza	1,160	12.5%	106
Fast food/drive-in last 6 months: Dunkin` Donuts	978	10.6%	89
Fast food/drive-in last 6 months: Hardee`s	445	4.8%	84
Fast food/drive-in last 6 months: Jack in the Box	899	9.7%	117
Fast food/drive-in last 6 months: KFC	1,738	18.8%	89
Fast food/drive-in last 6 months: Krispy Kreme	461	5.0%	108
Fast food/drive-in last 6 months: Little Caesars	1,075	11.6%	103
Fast food/drive-in last 6 months: Long John Silver`s	430	4.7%	91
Fast food/drive-in last 6 months: McDonald`s	5,057	54.7%	99
Went to Panda Express in last 6 months	788	8.5%	111
Fast food/drive-in last 6 months: Panera Bread	1,463	15.8%	139
Fast food/drive-in last 6 months: Papa John`s	1,010	10.9%	122
Fast food/drive-in last 6 months: Papa Murphy`s	479	5.2%	122
Fast food/drive-in last 6 months: Pizza Hut	1,639	17.7%	88
Fast food/drive-in last 6 months: Popeyes Chicken	640	6.9%	89
Fast food/drive-in last 6 months: Quiznos	343	3.7%	116
Fast food/drive-in last 6 months: Sonic Drive-In	1,044	11.3%	109
Fast food/drive-in last 6 months: Starbucks	1,738	18.8%	128
Fast food/drive-in last 6 months: Steak`n Shake	619	6.7%	132
Fast food/drive-in last 6 months: Subway	3,295	35.6%	110
Fast food/drive-in last 6 months: Taco Bell	2,979	32.2%	104
Fast food/drive-in last 6 months: Wendy`s	2,644	28.6%	103
Fast food/drive-in last 6 months: Whataburger	642	6.9%	165
Fast food/drive-in last 6 months: White Castle	278	3.0%	104

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.

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Went to fine dining restaurant last month	1,264	13.7%	122
Went to fine dining restaurant 3+ times last month	377	4.1%	130
Spent at fine dining rest in last 6 months: <\$51	159	1.7%	84
Spent at fine dining rest in last 6 months: \$51-\$100	424	4.6%	124
Spent at fine dining rest in last 6 months: \$101-\$200	403	4.4%	118
Spent at fine dining rest in last 6 months: \$201+	453	4.9%	124

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Restaurant Market Potential

3314 W Loop 250 N, Midland, Texas, 79707
 Ring Band: 1 - 3 mile radius

Dub House, MAI, CCIM
 Latitude: 32.03372
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Demographic Summary	2016	2021
Population	61,310	67,132
Population 18+	46,582	51,081
Households	24,527	26,761
Median Household Income	\$75,104	\$82,896

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	36,795	79.0%	106
Went to family restaurant/steak house 4+ times/mo	13,918	29.9%	109
Spent at family rest/steak hse last 6 months: <\$31	3,170	6.8%	96
Spent at family rest/steak hse last 6 months: \$31-50	3,955	8.5%	103
Spent at family rest/steak hse last 6 months: \$51-100	7,350	15.8%	105
Spent at family rest/steak hse last 6 months: \$101-200	5,855	12.6%	105
Spent at family rest/steak hse last 6 months: \$201-300	2,861	6.1%	113
Spent at family rest/steak hse last 6 months: \$301+	4,186	9.0%	122
Family restaurant/steak house last 6 months: breakfast	6,343	13.6%	109
Family restaurant/steak house last 6 months: lunch	9,180	19.7%	104
Family restaurant/steak house last 6 months: dinner	23,965	51.4%	111
Family restaurant/steak house last 6 months: snack	923	2.0%	104
Family restaurant/steak house last 6 months: weekday	16,032	34.4%	113
Family restaurant/steak house last 6 months: weekend	20,538	44.1%	107
Fam rest/steak hse/6 months: Applebee`s	10,938	23.5%	99
Fam rest/steak hse/6 months: Bob Evans Farms	1,782	3.8%	105
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,743	10.2%	119
Fam rest/steak hse/6 months: California Pizza Kitchen	2,031	4.4%	130
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,880	4.0%	130
Fam rest/steak hse/6 months: The Cheesecake Factory	3,843	8.2%	126
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,371	13.7%	113
Fam rest/steak hse/6 months: CiCi`s Pizza	1,862	4.0%	103
Fam rest/steak hse/6 months: Cracker Barrel	4,907	10.5%	105
Fam rest/steak hse/6 months: Denny`s	4,017	8.6%	93
Fam rest/steak hse/6 months: Golden Corral	3,337	7.2%	89
Fam rest/steak hse/6 months: IHOP	5,508	11.8%	106
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,501	3.2%	94
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,530	5.4%	114
Fam rest/steak hse/6 months: Old Country Buffet	705	1.5%	88
Fam rest/steak hse/6 months: Olive Garden	8,855	19.0%	110
Fam rest/steak hse/6 months: Outback Steakhouse	5,039	10.8%	114
Fam rest/steak hse/6 months: Red Lobster	5,643	12.1%	101
Fam rest/steak hse/6 months: Red Robin	3,396	7.3%	119
Fam rest/steak hse/6 months: Ruby Tuesday	2,942	6.3%	104
Fam rest/steak hse/6 months: Texas Roadhouse	3,821	8.2%	108
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,742	8.0%	107
Fam rest/steak hse/6 months: Waffle House	2,334	5.0%	95
Went to fast food/drive-in restaurant in last 6 mo	42,480	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	18,697	40.1%	102
Spent at fast food/drive-in last 6 months: <\$11	1,853	4.0%	93
Spent at fast food/drive-in last 6 months: \$11-\$20	3,374	7.2%	98
Spent at fast food/drive-in last 6 months: \$21-\$40	5,521	11.9%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	3,656	7.8%	104
Spent at fast food/drive-in last 6 months: \$51-\$100	7,732	16.6%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	5,859	12.6%	104
Spent at fast food/drive-in last 6 months: \$201+	6,220	13.4%	110

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 Latitude: 32.03372
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	17,546	37.7%	104
Fast food/drive-in last 6 months: home delivery	3,791	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	22,752	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	9,617	20.6%	106
Fast food/drive-in last 6 months: breakfast	15,570	33.4%	103
Fast food/drive-in last 6 months: lunch	24,799	53.2%	107
Fast food/drive-in last 6 months: dinner	21,739	46.7%	105
Fast food/drive-in last 6 months: snack	6,218	13.3%	111
Fast food/drive-in last 6 months: weekday	28,709	61.6%	106
Fast food/drive-in last 6 months: weekend	22,020	47.3%	104
Fast food/drive-in last 6 months: A & W	1,151	2.5%	89
Fast food/drive-in last 6 months: Arby`s	7,373	15.8%	100
Fast food/drive-in last 6 months: Baskin-Robbins	1,627	3.5%	106
Fast food/drive-in last 6 months: Boston Market	1,806	3.9%	114
Fast food/drive-in last 6 months: Burger King	13,560	29.1%	96
Fast food/drive-in last 6 months: Captain D`s	1,110	2.4%	70
Fast food/drive-in last 6 months: Carl`s Jr.	2,319	5.0%	89
Fast food/drive-in last 6 months: Checkers	1,066	2.3%	80
Fast food/drive-in last 6 months: Chick-fil-A	9,744	20.9%	117
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,459	13.9%	133
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,497	3.2%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,180	2.5%	77
Fast food/drive-in last 6 months: Cold Stone Creamery	1,597	3.4%	113
Fast food/drive-in last 6 months: Dairy Queen	6,647	14.3%	101
Fast food/drive-in last 6 months: Del Taco	1,473	3.2%	88
Fast food/drive-in last 6 months: Domino`s Pizza	5,573	12.0%	101
Fast food/drive-in last 6 months: Dunkin` Donuts	5,901	12.7%	107
Fast food/drive-in last 6 months: Hardee`s	2,036	4.4%	76
Fast food/drive-in last 6 months: Jack in the Box	3,810	8.2%	99
Fast food/drive-in last 6 months: KFC	9,140	19.6%	93
Fast food/drive-in last 6 months: Krispy Kreme	2,172	4.7%	101
Fast food/drive-in last 6 months: Little Caesars	4,954	10.6%	94
Fast food/drive-in last 6 months: Long John Silver`s	1,931	4.1%	81
Fast food/drive-in last 6 months: McDonald`s	25,019	53.7%	97
Went to Panda Express in last 6 months	3,682	7.9%	103
Fast food/drive-in last 6 months: Panera Bread	7,561	16.2%	143
Fast food/drive-in last 6 months: Papa John`s	4,503	9.7%	108
Fast food/drive-in last 6 months: Papa Murphy`s	2,349	5.0%	119
Fast food/drive-in last 6 months: Pizza Hut	8,057	17.3%	86
Fast food/drive-in last 6 months: Popeys Chicken	3,300	7.1%	91
Fast food/drive-in last 6 months: Quiznos	1,638	3.5%	110
Fast food/drive-in last 6 months: Sonic Drive-In	4,722	10.1%	98
Fast food/drive-in last 6 months: Starbucks	8,659	18.6%	126
Fast food/drive-in last 6 months: Steak`n Shake	2,580	5.5%	110
Fast food/drive-in last 6 months: Subway	16,035	34.4%	106
Fast food/drive-in last 6 months: Taco Bell	14,381	30.9%	100
Fast food/drive-in last 6 months: Wendy`s	13,304	28.6%	103
Fast food/drive-in last 6 months: Whataburger	2,029	4.4%	104
Fast food/drive-in last 6 months: White Castle	1,197	2.6%	89

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Latitude: 32.03372
Longitude: -102.13024

Went to fine dining restaurant last month	7,004	15.0%	134
Went to fine dining restaurant 3+ times last month	1,985	4.3%	136
Spent at fine dining rest in last 6 months: <\$51	1,125	2.4%	119
Spent at fine dining rest in last 6 months: \$51-\$100	2,191	4.7%	127
Spent at fine dining rest in last 6 months: \$101-\$200	2,149	4.6%	125
Spent at fine dining rest in last 6 months: \$201+	2,496	5.4%	136

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Restaurant Market Potential

3314 W Loop 250 N, Midland, Texas, 79707
 Ring Band: 3 - 5 mile radius

Dub House, MAI, CCIM
 Latitude: 32.03372
 Longitude: -102.13024

Demographic Summary	2016	2021
Population	51,494	56,343
Population 18+	36,195	39,756
Households	16,813	18,331
Median Household Income	\$44,449	\$45,676

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,513	67.7%	91
Went to family restaurant/steak house 4+ times/mo	8,815	24.4%	89
Spent at family rest/steak hse last 6 months: <\$31	2,120	5.9%	83
Spent at family rest/steak hse last 6 months: \$31-50	2,394	6.6%	80
Spent at family rest/steak hse last 6 months: \$51-100	4,942	13.7%	90
Spent at family rest/steak hse last 6 months: \$101-200	3,863	10.7%	90
Spent at family rest/steak hse last 6 months: \$201-300	1,889	5.2%	96
Spent at family rest/steak hse last 6 months: \$301+	2,035	5.6%	77
Family restaurant/steak house last 6 months: breakfast	4,078	11.3%	90
Family restaurant/steak house last 6 months: lunch	6,587	18.2%	96
Family restaurant/steak house last 6 months: dinner	14,535	40.2%	86
Family restaurant/steak house last 6 months: snack	772	2.1%	112
Family restaurant/steak house last 6 months: weekday	8,422	23.3%	77
Family restaurant/steak house last 6 months: weekend	14,035	38.8%	94
Fam rest/steak hse/6 months: Applebee`s	6,669	18.4%	78
Fam rest/steak hse/6 months: Bob Evans Farms	1,017	2.8%	77
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,319	9.2%	107
Fam rest/steak hse/6 months: California Pizza Kitchen	1,053	2.9%	87
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	897	2.5%	80
Fam rest/steak hse/6 months: The Cheesecake Factory	1,757	4.9%	74
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,600	12.7%	105
Fam rest/steak hse/6 months: CiCi`s Pizza	2,655	7.3%	188
Fam rest/steak hse/6 months: Cracker Barrel	3,034	8.4%	83
Fam rest/steak hse/6 months: Denny`s	4,418	12.2%	132
Fam rest/steak hse/6 months: Golden Corral	4,161	11.5%	143
Fam rest/steak hse/6 months: IHOP	4,390	12.1%	108
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,400	3.9%	113
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,587	4.4%	92
Fam rest/steak hse/6 months: Old Country Buffet	540	1.5%	86
Fam rest/steak hse/6 months: Olive Garden	5,384	14.9%	86
Fam rest/steak hse/6 months: Outback Steakhouse	2,332	6.4%	68
Fam rest/steak hse/6 months: Red Lobster	4,069	11.2%	93
Fam rest/steak hse/6 months: Red Robin	2,150	5.9%	97
Fam rest/steak hse/6 months: Ruby Tuesday	1,520	4.2%	69
Fam rest/steak hse/6 months: Texas Roadhouse	2,357	6.5%	86
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,093	5.8%	77
Fam rest/steak hse/6 months: Waffle House	2,036	5.6%	106
Went to fast food/drive-in restaurant in last 6 mo	32,262	89.1%	99
Went to fast food/drive-in restaurant 9+ times/mo	14,424	39.9%	101
Spent at fast food/drive-in last 6 months: <\$11	1,372	3.8%	88
Spent at fast food/drive-in last 6 months: \$11-\$20	2,681	7.4%	100
Spent at fast food/drive-in last 6 months: \$21-\$40	3,695	10.2%	86
Spent at fast food/drive-in last 6 months: \$41-\$50	2,504	6.9%	92
Spent at fast food/drive-in last 6 months: \$51-\$100	5,617	15.5%	93
Spent at fast food/drive-in last 6 months: \$101-\$200	4,159	11.5%	95
Spent at fast food/drive-in last 6 months: \$201+	3,984	11.0%	91

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

3314 W Loop 250 N, Midland, Texas, 79707
 Ring Band: 3 - 5 mile radius

Dub House, MAI, CCIM
 Latitude: 32.03372
 Longitude: -102.13024

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	13,743	38.0%	104
Fast food/drive-in last 6 months: home delivery	3,045	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	15,948	44.1%	95
Fast food/drive-in last 6 months: take-out/walk-in	5,658	15.6%	80
Fast food/drive-in last 6 months: breakfast	11,266	31.1%	96
Fast food/drive-in last 6 months: lunch	16,411	45.3%	91
Fast food/drive-in last 6 months: dinner	14,863	41.1%	93
Fast food/drive-in last 6 months: snack	4,367	12.1%	100
Fast food/drive-in last 6 months: weekday	18,390	50.8%	87
Fast food/drive-in last 6 months: weekend	16,859	46.6%	102
Fast food/drive-in last 6 months: A & W	902	2.5%	90
Fast food/drive-in last 6 months: Arby`s	4,813	13.3%	84
Fast food/drive-in last 6 months: Baskin-Robbins	1,064	2.9%	89
Fast food/drive-in last 6 months: Boston Market	1,070	3.0%	87
Fast food/drive-in last 6 months: Burger King	10,791	29.8%	98
Fast food/drive-in last 6 months: Captain D`s	1,276	3.5%	103
Fast food/drive-in last 6 months: Carl`s Jr.	2,481	6.9%	123
Fast food/drive-in last 6 months: Checkers	1,240	3.4%	120
Fast food/drive-in last 6 months: Chick-fil-A	5,529	15.3%	85
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,615	7.2%	69
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,505	4.2%	124
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,872	7.9%	242
Fast food/drive-in last 6 months: Cold Stone Creamery	911	2.5%	83
Fast food/drive-in last 6 months: Dairy Queen	5,256	14.5%	103
Fast food/drive-in last 6 months: Del Taco	1,846	5.1%	141
Fast food/drive-in last 6 months: Domino`s Pizza	5,284	14.6%	123
Fast food/drive-in last 6 months: Dunkin` Donuts	2,845	7.9%	66
Fast food/drive-in last 6 months: Hardee`s	1,819	5.0%	87
Fast food/drive-in last 6 months: Jack in the Box	4,508	12.5%	150
Fast food/drive-in last 6 months: KFC	7,737	21.4%	101
Fast food/drive-in last 6 months: Krispy Kreme	1,631	4.5%	97
Fast food/drive-in last 6 months: Little Caesars	6,605	18.2%	161
Fast food/drive-in last 6 months: Long John Silver`s	2,429	6.7%	132
Fast food/drive-in last 6 months: McDonald`s	19,545	54.0%	98
Went to Panda Express in last 6 months	3,350	9.3%	121
Fast food/drive-in last 6 months: Panera Bread	2,548	7.0%	62
Fast food/drive-in last 6 months: Papa John`s	3,082	8.5%	95
Fast food/drive-in last 6 months: Papa Murphy`s	1,538	4.2%	100
Fast food/drive-in last 6 months: Pizza Hut	8,680	24.0%	120
Fast food/drive-in last 6 months: Popeys Chicken	3,002	8.3%	107
Fast food/drive-in last 6 months: Quiznos	1,144	3.2%	99
Fast food/drive-in last 6 months: Sonic Drive-In	4,233	11.7%	113
Fast food/drive-in last 6 months: Starbucks	4,550	12.6%	85
Fast food/drive-in last 6 months: Steak`n Shake	1,963	5.4%	107
Fast food/drive-in last 6 months: Subway	10,432	28.8%	89
Fast food/drive-in last 6 months: Taco Bell	11,772	32.5%	105
Fast food/drive-in last 6 months: Wendy`s	8,983	24.8%	89
Fast food/drive-in last 6 months: Whataburger	2,983	8.2%	196
Fast food/drive-in last 6 months: White Castle	997	2.8%	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.

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December 10, 2016



Restaurant Market Potential

3314 W Loop 250 N, Midland, Texas, 79707
Ring Band: 3 - 5 mile radius

Dub House, MAI, CCIM
Latitude: 32.03372
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Went to fine dining restaurant last month	2,511	6.9%	62
Went to fine dining restaurant 3+ times last month	833	2.3%	73
Spent at fine dining rest in last 6 months: <\$51	684	1.9%	93
Spent at fine dining rest in last 6 months: \$51-\$100	1,243	3.4%	93
Spent at fine dining rest in last 6 months: \$101-\$200	892	2.5%	67
Spent at fine dining rest in last 6 months: \$201+	837	2.3%	59

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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December 10, 2016