



# Restaurant Market Potential

4708 N Midkiff Rd, Midland, Texas, 79705  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.13010

Demographic Summary	2016	2021
Population	10,418	11,042
Population 18+	8,185	8,655
Households	4,636	4,894
Median Household Income	\$62,787	\$67,693

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	6,488	79.3%	106
Went to family restaurant/steak house 4+ times/mo	2,569	31.4%	114
Spent at family rest/steak hse last 6 months: <\$31	563	6.9%	97
Spent at family rest/steak hse last 6 months: \$31-50	654	8.0%	97
Spent at family rest/steak hse last 6 months: \$51-100	1,339	16.4%	108
Spent at family rest/steak hse last 6 months: \$101-200	942	11.5%	97
Spent at family rest/steak hse last 6 months: \$201-300	515	6.3%	116
Spent at family rest/steak hse last 6 months: \$301+	658	8.0%	110
Family restaurant/steak house last 6 months: breakfast	1,132	13.8%	110
Family restaurant/steak house last 6 months: lunch	1,660	20.3%	108
Family restaurant/steak house last 6 months: dinner	4,248	51.9%	112
Family restaurant/steak house last 6 months: snack	188	2.3%	121
Family restaurant/steak house last 6 months: weekday	3,018	36.9%	121
Family restaurant/steak house last 6 months: weekend	3,508	42.9%	104
Fam rest/steak hse/6 months: Applebee`s	1,903	23.2%	98
Fam rest/steak hse/6 months: Bob Evans Farms	267	3.3%	89
Fam rest/steak hse/6 months: Buffalo Wild Wings	964	11.8%	138
Fam rest/steak hse/6 months: California Pizza Kitchen	329	4.0%	120
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	375	4.6%	147
Fam rest/steak hse/6 months: The Cheesecake Factory	532	6.5%	100
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,225	15.0%	124
Fam rest/steak hse/6 months: CiCi`s Pizza	415	5.1%	130
Fam rest/steak hse/6 months: Cracker Barrel	902	11.0%	110
Fam rest/steak hse/6 months: Denny`s	711	8.7%	94
Fam rest/steak hse/6 months: Golden Corral	618	7.6%	94
Fam rest/steak hse/6 months: IHOP	1,032	12.6%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	330	4.0%	118
Fam rest/steak hse/6 months: LongHorn Steakhouse	407	5.0%	104
Fam rest/steak hse/6 months: Old Country Buffet	126	1.5%	89
Fam rest/steak hse/6 months: Olive Garden	1,576	19.3%	111
Fam rest/steak hse/6 months: Outback Steakhouse	829	10.1%	107
Fam rest/steak hse/6 months: Red Lobster	921	11.3%	94
Fam rest/steak hse/6 months: Red Robin	554	6.8%	111
Fam rest/steak hse/6 months: Ruby Tuesday	525	6.4%	106
Fam rest/steak hse/6 months: Texas Roadhouse	805	9.8%	130
Fam rest/steak hse/6 months: T.G.I. Friday`s	604	7.4%	98
Fam rest/steak hse/6 months: Waffle House	475	5.8%	110
Went to fast food/drive-in restaurant in last 6 mo	7,510	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,513	42.9%	109
Spent at fast food/drive-in last 6 months: <\$11	290	3.5%	83
Spent at fast food/drive-in last 6 months: \$11-\$20	605	7.4%	100
Spent at fast food/drive-in last 6 months: \$21-\$40	1,047	12.8%	108
Spent at fast food/drive-in last 6 months: \$41-\$50	559	6.8%	90
Spent at fast food/drive-in last 6 months: \$51-\$100	1,270	15.5%	93
Spent at fast food/drive-in last 6 months: \$101-\$200	1,070	13.1%	109
Spent at fast food/drive-in last 6 months: \$201+	1,119	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.



# Restaurant Market Potential

4708 N Midkiff Rd, Midland, Texas, 79705  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.13010

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	3,128	38.2%	105
Fast food/drive-in last 6 months: home delivery	773	9.4%	123
Fast food/drive-in last 6 months: take-out/drive-thru	4,168	50.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,777	21.7%	112
Fast food/drive-in last 6 months: breakfast	2,816	34.4%	106
Fast food/drive-in last 6 months: lunch	4,454	54.4%	109
Fast food/drive-in last 6 months: dinner	3,943	48.2%	109
Fast food/drive-in last 6 months: snack	1,182	14.4%	120
Fast food/drive-in last 6 months: weekday	5,089	62.2%	107
Fast food/drive-in last 6 months: weekend	3,950	48.3%	106
Fast food/drive-in last 6 months: A & W	191	2.3%	84
Fast food/drive-in last 6 months: Arby`s	1,437	17.6%	111
Fast food/drive-in last 6 months: Baskin-Robbins	305	3.7%	113
Fast food/drive-in last 6 months: Boston Market	257	3.1%	92
Fast food/drive-in last 6 months: Burger King	2,375	29.0%	96
Fast food/drive-in last 6 months: Captain D`s	175	2.1%	63
Fast food/drive-in last 6 months: Carl`s Jr.	434	5.3%	95
Fast food/drive-in last 6 months: Checkers	179	2.2%	76
Fast food/drive-in last 6 months: Chick-fil-A	1,839	22.5%	126
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,191	14.6%	140
Fast food/drive-in last 6 months: Chuck E. Cheese`s	325	4.0%	118
Fast food/drive-in last 6 months: Church`s Fr. Chicken	260	3.2%	97
Fast food/drive-in last 6 months: Cold Stone Creamery	266	3.2%	107
Fast food/drive-in last 6 months: Dairy Queen	1,209	14.8%	105
Fast food/drive-in last 6 months: Del Taco	259	3.2%	88
Fast food/drive-in last 6 months: Domino`s Pizza	1,030	12.6%	106
Fast food/drive-in last 6 months: Dunkin` Donuts	833	10.2%	86
Fast food/drive-in last 6 months: Hardee`s	390	4.8%	83
Fast food/drive-in last 6 months: Jack in the Box	824	10.1%	121
Fast food/drive-in last 6 months: KFC	1,538	18.8%	89
Fast food/drive-in last 6 months: Krispy Kreme	410	5.0%	108
Fast food/drive-in last 6 months: Little Caesars	979	12.0%	106
Fast food/drive-in last 6 months: Long John Silver`s	389	4.8%	93
Fast food/drive-in last 6 months: McDonald`s	4,516	55.2%	100
Went to Panda Express in last 6 months	706	8.6%	113
Fast food/drive-in last 6 months: Panera Bread	1,290	15.8%	139
Fast food/drive-in last 6 months: Papa John`s	920	11.2%	126
Fast food/drive-in last 6 months: Papa Murphy`s	427	5.2%	123
Fast food/drive-in last 6 months: Pizza Hut	1,461	17.8%	89
Fast food/drive-in last 6 months: Popeyes Chicken	577	7.0%	91
Fast food/drive-in last 6 months: Quiznos	297	3.6%	113
Fast food/drive-in last 6 months: Sonic Drive-In	949	11.6%	112
Fast food/drive-in last 6 months: Starbucks	1,540	18.8%	128
Fast food/drive-in last 6 months: Steak `n Shake	561	6.9%	136
Fast food/drive-in last 6 months: Subway	2,936	35.9%	111
Fast food/drive-in last 6 months: Taco Bell	2,673	32.7%	106
Fast food/drive-in last 6 months: Wendy`s	2,354	28.8%	104
Fast food/drive-in last 6 months: Whataburger	608	7.4%	177
Fast food/drive-in last 6 months: White Castle	255	3.1%	108

**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

4708 N Midkiff Rd, Midland, Texas, 79705

Ring: 1 mile radius

Dub House, MAI, CCIM

Latitude: 32.03596

Longitude: -102.13010

Went to fine dining restaurant last month	1,076	13.1%	117
Went to fine dining restaurant 3+ times last month	323	3.9%	126
Spent at fine dining rest in last 6 months: <\$51	143	1.7%	86
Spent at fine dining rest in last 6 months: \$51-\$100	372	4.5%	123
Spent at fine dining rest in last 6 months: \$101-\$200	343	4.2%	113
Spent at fine dining rest in last 6 months: \$201+	373	4.6%	115

**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.

March 04, 2017



# Restaurant Market Potential

4708 N Midkiff Rd, Midland, Texas, 79705  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.13010

Demographic Summary	2016	2021
Population	40,252	43,658
Population 18+	30,944	33,640
Households	16,671	18,017
Median Household Income	\$75,039	\$82,590

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,440	79.0%	106
Went to family restaurant/steak house 4+ times/mo	9,239	29.9%	109
Spent at family rest/steak hse last 6 months: <\$31	2,005	6.5%	91
Spent at family rest/steak hse last 6 months: \$31-50	2,594	8.4%	102
Spent at family rest/steak hse last 6 months: \$51-100	4,890	15.8%	105
Spent at family rest/steak hse last 6 months: \$101-200	3,794	12.3%	103
Spent at family rest/steak hse last 6 months: \$201-300	1,908	6.2%	114
Spent at family rest/steak hse last 6 months: \$301+	2,751	8.9%	121
Family restaurant/steak house last 6 months: breakfast	4,208	13.6%	108
Family restaurant/steak house last 6 months: lunch	6,116	19.8%	105
Family restaurant/steak house last 6 months: dinner	15,934	51.5%	111
Family restaurant/steak house last 6 months: snack	665	2.1%	113
Family restaurant/steak house last 6 months: weekday	10,851	35.1%	115
Family restaurant/steak house last 6 months: weekend	13,423	43.4%	105
Fam rest/steak hse/6 months: Applebee`s	7,163	23.1%	98
Fam rest/steak hse/6 months: Bob Evans Farms	1,040	3.4%	92
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,350	10.8%	127
Fam rest/steak hse/6 months: California Pizza Kitchen	1,394	4.5%	134
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,324	4.3%	138
Fam rest/steak hse/6 months: The Cheesecake Factory	2,494	8.1%	124
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,298	13.9%	115
Fam rest/steak hse/6 months: CiCi`s Pizza	1,268	4.1%	105
Fam rest/steak hse/6 months: Cracker Barrel	3,182	10.3%	102
Fam rest/steak hse/6 months: Denny`s	2,593	8.4%	91
Fam rest/steak hse/6 months: Golden Corral	2,126	6.9%	85
Fam rest/steak hse/6 months: IHOP	3,735	12.1%	108
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,063	3.4%	100
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,620	5.2%	110
Fam rest/steak hse/6 months: Old Country Buffet	482	1.6%	90
Fam rest/steak hse/6 months: Olive Garden	5,852	18.9%	109
Fam rest/steak hse/6 months: Outback Steakhouse	3,325	10.7%	113
Fam rest/steak hse/6 months: Red Lobster	3,541	11.4%	95
Fam rest/steak hse/6 months: Red Robin	2,239	7.2%	119
Fam rest/steak hse/6 months: Ruby Tuesday	1,942	6.3%	103
Fam rest/steak hse/6 months: Texas Roadhouse	2,571	8.3%	109
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,464	8.0%	106
Fam rest/steak hse/6 months: Waffle House	1,557	5.0%	95
Went to fast food/drive-in restaurant in last 6 mo	28,299	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	12,640	40.8%	103
Spent at fast food/drive-in last 6 months: <\$11	1,157	3.7%	87
Spent at fast food/drive-in last 6 months: \$11-\$20	2,196	7.1%	96
Spent at fast food/drive-in last 6 months: \$21-\$40	3,893	12.6%	107
Spent at fast food/drive-in last 6 months: \$41-\$50	2,330	7.5%	100
Spent at fast food/drive-in last 6 months: \$51-\$100	5,018	16.2%	97
Spent at fast food/drive-in last 6 months: \$101-\$200	3,886	12.6%	104
Spent at fast food/drive-in last 6 months: \$201+	4,193	13.6%	112

**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

4708 N Midkiff Rd, Midland, Texas, 79705  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.13010

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,524	37.2%	102
Fast food/drive-in last 6 months: home delivery	2,698	8.7%	114
Fast food/drive-in last 6 months: take-out/drive-thru	15,218	49.2%	106
Fast food/drive-in last 6 months: take-out/walk-in	6,511	21.0%	108
Fast food/drive-in last 6 months: breakfast	10,466	33.8%	104
Fast food/drive-in last 6 months: lunch	16,556	53.5%	107
Fast food/drive-in last 6 months: dinner	14,520	46.9%	106
Fast food/drive-in last 6 months: snack	4,177	13.5%	112
Fast food/drive-in last 6 months: weekday	19,200	62.0%	107
Fast food/drive-in last 6 months: weekend	14,616	47.2%	103
Fast food/drive-in last 6 months: A & W	692	2.2%	80
Fast food/drive-in last 6 months: Arby`s	4,900	15.8%	100
Fast food/drive-in last 6 months: Baskin-Robbins	1,120	3.6%	109
Fast food/drive-in last 6 months: Boston Market	1,126	3.6%	107
Fast food/drive-in last 6 months: Burger King	8,900	28.8%	95
Fast food/drive-in last 6 months: Captain D`s	718	2.3%	68
Fast food/drive-in last 6 months: Carl`s Jr.	1,631	5.3%	95
Fast food/drive-in last 6 months: Checkers	728	2.4%	82
Fast food/drive-in last 6 months: Chick-fil-A	6,755	21.8%	122
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,514	14.6%	140
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,119	3.6%	108
Fast food/drive-in last 6 months: Church`s Fr. Chicken	801	2.6%	79
Fast food/drive-in last 6 months: Cold Stone Creamery	1,054	3.4%	112
Fast food/drive-in last 6 months: Dairy Queen	4,385	14.2%	100
Fast food/drive-in last 6 months: Del Taco	1,016	3.3%	91
Fast food/drive-in last 6 months: Domino`s Pizza	3,753	12.1%	102
Fast food/drive-in last 6 months: Dunkin` Donuts	3,714	12.0%	101
Fast food/drive-in last 6 months: Hardee`s	1,361	4.4%	76
Fast food/drive-in last 6 months: Jack in the Box	2,727	8.8%	106
Fast food/drive-in last 6 months: KFC	5,974	19.3%	91
Fast food/drive-in last 6 months: Krispy Kreme	1,495	4.8%	105
Fast food/drive-in last 6 months: Little Caesars	3,286	10.6%	94
Fast food/drive-in last 6 months: Long John Silver`s	1,245	4.0%	79
Fast food/drive-in last 6 months: McDonald`s	16,692	53.9%	98
Went to Panda Express in last 6 months	2,579	8.3%	109
Fast food/drive-in last 6 months: Panera Bread	5,121	16.5%	146
Fast food/drive-in last 6 months: Papa John`s	3,171	10.2%	115
Fast food/drive-in last 6 months: Papa Murphy`s	1,539	5.0%	117
Fast food/drive-in last 6 months: Pizza Hut	5,244	16.9%	85
Fast food/drive-in last 6 months: Popeyes Chicken	2,230	7.2%	93
Fast food/drive-in last 6 months: Quiznos	1,147	3.7%	116
Fast food/drive-in last 6 months: Sonic Drive-In	3,197	10.3%	100
Fast food/drive-in last 6 months: Starbucks	5,920	19.1%	130
Fast food/drive-in last 6 months: Steak `n Shake	1,777	5.7%	114
Fast food/drive-in last 6 months: Subway	10,704	34.6%	107
Fast food/drive-in last 6 months: Taco Bell	9,531	30.8%	100
Fast food/drive-in last 6 months: Wendy`s	8,854	28.6%	103
Fast food/drive-in last 6 months: Whataburger	1,584	5.1%	122
Fast food/drive-in last 6 months: White Castle	778	2.5%	87

**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

4708 N Midkiff Rd, Midland, Texas, 79705  
Ring: 2 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03596  
Longitude: -102.13010

Went to fine dining restaurant last month	4,641	15.0%	133
Went to fine dining restaurant 3+ times last month	1,346	4.3%	139
Spent at fine dining rest in last 6 months: <\$51	658	2.1%	104
Spent at fine dining rest in last 6 months: \$51-\$100	1,467	4.7%	128
Spent at fine dining rest in last 6 months: \$101-\$200	1,461	4.7%	127
Spent at fine dining rest in last 6 months: \$201+	1,649	5.3%	135

**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.

March 04, 2017



# Restaurant Market Potential

4708 N Midkiff Rd, Midland, Texas, 79705  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.13010

Demographic Summary	2016	2021
Population	70,450	76,749
Population 18+	53,935	58,830
Households	28,712	31,156
Median Household Income	\$74,356	\$82,073

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	42,647	79.1%	106
Went to family restaurant/steak house 4+ times/mo	16,271	30.2%	110
Spent at family rest/steak hse last 6 months: <\$31	3,632	6.7%	95
Spent at family rest/steak hse last 6 months: \$31-50	4,513	8.4%	102
Spent at family rest/steak hse last 6 months: \$51-100	8,549	15.9%	105
Spent at family rest/steak hse last 6 months: \$101-200	6,715	12.5%	104
Spent at family rest/steak hse last 6 months: \$201-300	3,337	6.2%	114
Spent at family rest/steak hse last 6 months: \$301+	4,814	8.9%	122
Family restaurant/steak house last 6 months: breakfast	7,380	13.7%	109
Family restaurant/steak house last 6 months: lunch	10,689	19.8%	105
Family restaurant/steak house last 6 months: dinner	27,807	51.6%	111
Family restaurant/steak house last 6 months: snack	1,091	2.0%	106
Family restaurant/steak house last 6 months: weekday	18,828	34.9%	115
Family restaurant/steak house last 6 months: weekend	23,667	43.9%	106
Fam rest/steak hse/6 months: Applebee`s	12,585	23.3%	99
Fam rest/steak hse/6 months: Bob Evans Farms	2,006	3.7%	102
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,618	10.4%	122
Fam rest/steak hse/6 months: California Pizza Kitchen	2,364	4.4%	131
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,240	4.2%	134
Fam rest/steak hse/6 months: The Cheesecake Factory	4,371	8.1%	124
Fam rest/steak hse/6 months: Chili`s Grill & Bar	7,475	13.9%	114
Fam rest/steak hse/6 months: CiCi`s Pizza	2,218	4.1%	105
Fam rest/steak hse/6 months: Cracker Barrel	5,684	10.5%	105
Fam rest/steak hse/6 months: Denny`s	4,621	8.6%	93
Fam rest/steak hse/6 months: Golden Corral	3,823	7.1%	88
Fam rest/steak hse/6 months: IHOP	6,447	12.0%	107
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,777	3.3%	96
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,886	5.4%	112
Fam rest/steak hse/6 months: Old Country Buffet	815	1.5%	87
Fam rest/steak hse/6 months: Olive Garden	10,291	19.1%	110
Fam rest/steak hse/6 months: Outback Steakhouse	5,826	10.8%	114
Fam rest/steak hse/6 months: Red Lobster	6,431	11.9%	99
Fam rest/steak hse/6 months: Red Robin	3,918	7.3%	119
Fam rest/steak hse/6 months: Ruby Tuesday	3,439	6.4%	105
Fam rest/steak hse/6 months: Texas Roadhouse	4,547	8.4%	111
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,283	7.9%	105
Fam rest/steak hse/6 months: Waffle House	2,739	5.1%	96
Went to fast food/drive-in restaurant in last 6 mo	49,221	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	21,859	40.5%	103
Spent at fast food/drive-in last 6 months: <\$11	2,100	3.9%	91
Spent at fast food/drive-in last 6 months: \$11-\$20	3,921	7.3%	98
Spent at fast food/drive-in last 6 months: \$21-\$40	6,498	12.0%	102
Spent at fast food/drive-in last 6 months: \$41-\$50	4,126	7.6%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	8,850	16.4%	98
Spent at fast food/drive-in last 6 months: \$101-\$200	6,811	12.6%	105
Spent at fast food/drive-in last 6 months: \$201+	7,250	13.4%	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

4708 N Midkiff Rd, Midland, Texas, 79705  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.13010

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	20,345	37.7%	104
Fast food/drive-in last 6 months: home delivery	4,470	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	26,432	49.0%	106
Fast food/drive-in last 6 months: take-out/walk-in	11,266	20.9%	107
Fast food/drive-in last 6 months: breakfast	18,121	33.6%	104
Fast food/drive-in last 6 months: lunch	28,807	53.4%	107
Fast food/drive-in last 6 months: dinner	25,266	46.8%	106
Fast food/drive-in last 6 months: snack	7,297	13.5%	112
Fast food/drive-in last 6 months: weekday	33,273	61.7%	106
Fast food/drive-in last 6 months: weekend	25,522	47.3%	104
Fast food/drive-in last 6 months: A & W	1,297	2.4%	87
Fast food/drive-in last 6 months: Arby`s	8,598	15.9%	100
Fast food/drive-in last 6 months: Baskin-Robbins	1,928	3.6%	108
Fast food/drive-in last 6 months: Boston Market	2,062	3.8%	112
Fast food/drive-in last 6 months: Burger King	15,634	29.0%	95
Fast food/drive-in last 6 months: Captain D`s	1,239	2.3%	67
Fast food/drive-in last 6 months: Carl`s Jr.	2,736	5.1%	91
Fast food/drive-in last 6 months: Checkers	1,209	2.2%	78
Fast food/drive-in last 6 months: Chick-fil-A	11,437	21.2%	119
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,625	14.1%	136
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,782	3.3%	99
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,397	2.6%	79
Fast food/drive-in last 6 months: Cold Stone Creamery	1,848	3.4%	113
Fast food/drive-in last 6 months: Dairy Queen	7,707	14.3%	101
Fast food/drive-in last 6 months: Del Taco	1,717	3.2%	88
Fast food/drive-in last 6 months: Domino`s Pizza	6,478	12.0%	101
Fast food/drive-in last 6 months: Dunkin` Donuts	6,696	12.4%	105
Fast food/drive-in last 6 months: Hardee`s	2,355	4.4%	76
Fast food/drive-in last 6 months: Jack in the Box	4,583	8.5%	103
Fast food/drive-in last 6 months: KFC	10,464	19.4%	92
Fast food/drive-in last 6 months: Krispy Kreme	2,546	4.7%	102
Fast food/drive-in last 6 months: Little Caesars	5,792	10.7%	95
Fast food/drive-in last 6 months: Long John Silver`s	2,254	4.2%	82
Fast food/drive-in last 6 months: McDonald`s	28,994	53.8%	98
Went to Panda Express in last 6 months	4,352	8.1%	105
Fast food/drive-in last 6 months: Panera Bread	8,818	16.3%	144
Fast food/drive-in last 6 months: Papa John`s	5,323	9.9%	111
Fast food/drive-in last 6 months: Papa Murphy`s	2,710	5.0%	119
Fast food/drive-in last 6 months: Pizza Hut	9,271	17.2%	86
Fast food/drive-in last 6 months: Popeyes Chicken	3,806	7.1%	91
Fast food/drive-in last 6 months: Quiznos	1,923	3.6%	111
Fast food/drive-in last 6 months: Sonic Drive-In	5,548	10.3%	100
Fast food/drive-in last 6 months: Starbucks	10,148	18.8%	128
Fast food/drive-in last 6 months: Steak `n Shake	3,091	5.7%	113
Fast food/drive-in last 6 months: Subway	18,676	34.6%	107
Fast food/drive-in last 6 months: Taco Bell	16,700	31.0%	100
Fast food/drive-in last 6 months: Wendy`s	15,392	28.5%	103
Fast food/drive-in last 6 months: Whataburger	2,594	4.8%	114
Fast food/drive-in last 6 months: White Castle	1,427	2.6%	92

**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

4708 N Midkiff Rd, Midland, Texas, 79705  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03596  
Longitude: -102.13010

Went to fine dining restaurant last month	8,060	14.9%	133
Went to fine dining restaurant 3+ times last month	2,313	4.3%	137
Spent at fine dining rest in last 6 months: <\$51	1,243	2.3%	113
Spent at fine dining rest in last 6 months: \$51-\$100	2,534	4.7%	127
Spent at fine dining rest in last 6 months: \$101-\$200	2,491	4.6%	125
Spent at fine dining rest in last 6 months: \$201+	2,891	5.4%	136

**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.

March 04, 2017