



Retail 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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,989	48.7%	103
Bought any women's clothing in last 12 months	3,688	45.1%	103
Bought clothing for child <13 years in last 6 months	2,011	24.6%	89
Bought any shoes in last 12 months	4,561	55.7%	103
Bought costume jewelry in last 12 months	1,610	19.7%	101
Bought any fine jewelry in last 12 months	1,508	18.4%	100
Bought a watch in last 12 months	1,105	13.5%	123
Automobiles (Households)			
HH owns/leases any vehicle	4,140	89.3%	104
HH bought/leased new vehicle last 12 mo	444	9.6%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,217	88.2%	104
Bought/changed motor oil in last 12 months	3,939	48.1%	98
Had tune-up in last 12 months	2,726	33.3%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,233	63.9%	98
Drank regular cola in last 6 months	3,693	45.1%	101
Drank beer/ale in last 6 months	3,867	47.2%	111
Cameras (Adults)			
Own digital point & shoot camera	2,553	31.2%	107
Own digital single-lens reflex (SLR) camera	873	10.7%	124
Bought any camera in last 12 months	496	6.1%	106
Printed digital photos in last 12 months	233	2.8%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,154	38.5%	107
Have a smartphone	5,318	65.0%	110
Have a smartphone: Android phone (any brand)	2,490	30.4%	113
Have a smartphone: Apple iPhone	2,335	28.5%	110
Number of cell phones in household: 1	1,652	35.6%	111
Number of cell phones in household: 2	1,807	39.0%	104
Number of cell phones in household: 3+	981	21.2%	83
HH has cell phone only (no landline telephone)	2,280	49.2%	117
Computers (Households)			
HH owns a computer	3,832	82.7%	108
HH owns desktop computer	2,161	46.6%	103
HH owns laptop/notebook	2,833	61.1%	113
HH owns any Apple/Mac brand computer	835	18.0%	120
HH owns any PC/non-Apple brand computer	3,323	71.7%	105
HH purchased most recent computer in a store	1,889	40.7%	108
HH purchased most recent computer online	722	15.6%	119
Spent <\$500 on most recent home computer	719	15.5%	107
Spent \$500-\$999 on most recent home computer	923	19.9%	104
Spent \$1,000-\$1,499 on most recent home computer	570	12.3%	130
Spent \$1,500-\$1,999 on most recent home computer	247	5.3%	117
Spent \$2,000+ on most recent home computer	204	4.4%	112

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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	4,411	53.9%	106
Bought brewed coffee at convenience store in last 30 days	1,264	15.4%	98
Bought cigarettes at convenience store in last 30 days	965	11.8%	94
Bought gas at convenience store in last 30 days	2,907	35.5%	108
Spent at convenience store in last 30 days: <\$20	737	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	786	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	674	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	386	4.7%	107
Spent at convenience store in last 30 days: \$100+	1,877	22.9%	100
Entertainment (Adults)			
Attended a movie in last 6 months	5,229	63.9%	107
Went to live theater in last 12 months	1,361	16.6%	128
Went to a bar/night club in last 12 months	1,821	22.2%	133
Dined out in last 12 months	4,276	52.2%	116
Gambled at a casino in last 12 months	1,162	14.2%	104
Visited a theme park in last 12 months	1,378	16.8%	96
Viewed movie (video-on-demand) in last 30 days	1,554	19.0%	112
Viewed TV show (video-on-demand) in last 30 days	1,288	15.7%	122
Watched any pay-per-view TV in last 12 months	1,032	12.6%	96
Downloaded a movie over the Internet in last 30 days	765	9.3%	130
Downloaded any individual song in last 6 months	2,004	24.5%	120
Watched a movie online in the last 30 days	1,679	20.5%	128
Watched a TV program online in last 30 days	1,592	19.5%	130
Played a video/electronic game (console) in last 12 months	886	10.8%	104
Played a video/electronic game (portable) in last 12 months	369	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	2,687	32.8%	106
Used ATM/cash machine in last 12 months	4,585	56.0%	114
Own any stock	737	9.0%	118
Own U.S. savings bond	466	5.7%	108
Own shares in mutual fund (stock)	734	9.0%	124
Own shares in mutual fund (bonds)	453	5.5%	114
Have interest checking account	2,564	31.3%	111
Have non-interest checking account	2,587	31.6%	112
Have savings account	5,021	61.3%	114
Have 401K retirement savings plan	1,434	17.5%	121
Own/used any credit/debit card in last 12 months	6,624	80.9%	109
Avg monthly credit card expenditures: <\$111	1,005	12.3%	106
Avg monthly credit card expenditures: \$111-\$225	625	7.6%	111
Avg monthly credit card expenditures: \$226-\$450	574	7.0%	111
Avg monthly credit card expenditures: \$451-\$700	435	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	412	5.0%	117
Avg monthly credit card expenditures: \$1,001+	870	10.6%	117
Did banking online in last 12 months	3,662	44.7%	125
Did banking on mobile device in last 12 months	1,510	18.4%	132
Paid bills online in last 12 months	4,251	51.9%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,074	66.3%	95
Used bread in last 6 months	4,362	94.1%	100
Used chicken (fresh or frozen) in last 6 months	3,099	66.8%	97
Used turkey (fresh or frozen) in last 6 months	695	15.0%	95
Used fish/seafood (fresh or frozen) in last 6 months	2,422	52.2%	96
Used fresh fruit/vegetables in last 6 months	4,023	86.8%	101
Used fresh milk in last 6 months	4,019	86.7%	99
Used organic food in last 6 months	952	20.5%	104
Health (Adults)			
Exercise at home 2+ times per week	2,425	29.6%	104
Exercise at club 2+ times per week	1,312	16.0%	123
Visited a doctor in last 12 months	6,332	77.4%	102
Used vitamin/dietary supplement in last 6 months	4,453	54.4%	103
Home (Households)			
Any home improvement in last 12 months	1,162	25.1%	93
Used housekeeper/maid/professional HH cleaning service in last 12	614	13.2%	101
Purchased low ticket HH furnishings in last 12 months	854	18.4%	115
Purchased big ticket HH furnishings in last 12 months	1,071	23.1%	111
Bought any small kitchen appliance in last 12 months	1,071	23.1%	104
Bought any large kitchen appliance in last 12 months	529	11.4%	90
Insurance (Adults/Households)			
Currently carry life insurance	3,634	44.4%	104
Carry medical/hospital/accident insurance	5,712	69.8%	106
Carry homeowner insurance	3,827	46.8%	99
Carry renter's insurance	1,130	13.8%	169
Have auto insurance: 1 vehicle in household covered	1,679	36.2%	117
Have auto insurance: 2 vehicles in household covered	1,360	29.3%	103
Have auto insurance: 3+ vehicles in household covered	857	18.5%	85
Pets (Households)			
Household owns any pet	2,303	49.7%	92
Household owns any cat	1,032	22.3%	99
Household owns any dog	1,603	34.6%	85
Psychographics (Adults)			
Buying American is important to me	3,304	40.4%	95
Usually buy items on credit rather than wait	955	11.7%	99
Usually buy based on quality - not price	1,372	16.8%	93
Price is usually more important than brand name	2,173	26.5%	101
Usually use coupons for brands I buy often	1,649	20.1%	106
Am interested in how to help the environment	1,402	17.1%	105
Usually pay more for environ safe product	1,029	12.6%	98
Usually value green products over convenience	817	10.0%	95
Likely to buy a brand that supports a charity	2,701	33.0%	95
Reading (Adults)			
Bought digital book in last 12 months	1,214	14.8%	112
Bought hardcover book in last 12 months	2,100	25.7%	123
Bought paperback book in last 12 month	2,944	36.0%	115
Read any daily newspaper (paper version)	2,220	27.1%	104
Read any digital newspaper in last 30 days	3,239	39.6%	119
Read any magazine (paper/electronic version) in last 6 months	7,562	92.4%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,488	79.3%	106
Went to family restaurant/steak house: 4+ times a month	2,569	31.4%	114
Went to fast food/drive-in restaurant in last 6 months	7,510	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	3,513	42.9%	109
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
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,067	37.5%	118
Own e-reader/tablet: iPad	1,478	18.1%	118
Own any portable MP3 player	2,798	34.2%	111
HH owns 1 TV	1,135	24.5%	120
HH owns 2 TVs	1,247	26.9%	104
HH owns 3 TVs	986	21.3%	99
HH owns 4+ TVs	709	15.3%	81
HH subscribes to cable TV	2,647	57.1%	115
HH subscribes to fiber optic	423	9.1%	120
HH has satellite dish	702	15.1%	60
HH owns DVD/Blu-ray player	2,904	62.6%	104
HH owns camcorder	575	12.4%	89
HH owns portable GPS navigation device	1,365	29.4%	107
HH purchased video game system in last 12 mos	304	6.6%	83
HH owns Internet video device for TV	352	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	4,717	57.6%	115
Took 3+ domestic non-business trips in last 12 months	1,017	12.4%	112
Spent on domestic vacations in last 12 months: <\$1,000	1,048	12.8%	119
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	521	6.4%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	336	4.1%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	284	3.5%	89
Spent on domestic vacations in last 12 months: \$3,000+	493	6.0%	109
Domestic travel in the 12 months: used general travel website	575	7.0%	104
Foreign travel in last 3 years	2,302	28.1%	117
Took 3+ foreign trips by plane in last 3 years	425	5.2%	115
Spent on foreign vacations in last 12 months: <\$1,000	397	4.9%	116
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	353	4.3%	132
Spent on foreign vacations in last 12 months: \$3,000+	420	5.1%	103
Foreign travel in last 3 years: used general travel website	463	5.7%	101
Nights spent in hotel/motel in last 12 months: any	3,812	46.6%	115
Took cruise of more than one day in last 3 years	797	9.7%	116
Member of any frequent flyer program	1,779	21.7%	133
Member of any hotel rewards program	1,409	17.2%	122

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Retail Market Potential

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Dub House, MAI, CCIM
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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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,180	49.1%	104
Bought any women's clothing in last 12 months	13,977	45.2%	103
Bought clothing for child <13 years in last 6 months	7,957	25.7%	93
Bought any shoes in last 12 months	17,341	56.0%	104
Bought costume jewelry in last 12 months	6,214	20.1%	103
Bought any fine jewelry in last 12 months	5,843	18.9%	103
Bought a watch in last 12 months	3,939	12.7%	116
Automobiles (Households)			
HH owns/leases any vehicle	14,933	89.6%	105
HH bought/leased new vehicle last 12 mo	1,811	10.9%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,680	89.5%	105
Bought/changed motor oil in last 12 months	14,702	47.5%	97
Had tune-up in last 12 months	10,104	32.7%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,000	64.6%	99
Drank regular cola in last 6 months	12,969	41.9%	93
Drank beer/ale in last 6 months	14,772	47.7%	112
Cameras (Adults)			
Own digital point & shoot camera	10,230	33.1%	113
Own digital single-lens reflex (SLR) camera	3,512	11.3%	132
Bought any camera in last 12 months	1,912	6.2%	108
Printed digital photos in last 12 months	833	2.7%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,601	37.5%	104
Have a smartphone	20,247	65.4%	111
Have a smartphone: Android phone (any brand)	8,677	28.0%	104
Have a smartphone: Apple iPhone	9,703	31.4%	121
Number of cell phones in household: 1	5,290	31.7%	99
Number of cell phones in household: 2	6,614	39.7%	106
Number of cell phones in household: 3+	4,116	24.7%	97
HH has cell phone only (no landline telephone)	7,150	42.9%	102
Computers (Households)			
HH owns a computer	14,066	84.4%	110
HH owns desktop computer	8,133	48.8%	108
HH owns laptop/notebook	10,280	61.7%	114
HH owns any Apple/Mac brand computer	3,283	19.7%	131
HH owns any PC/non-Apple brand computer	12,097	72.6%	107
HH purchased most recent computer in a store	6,910	41.4%	110
HH purchased most recent computer online	2,692	16.1%	123
Spent <\$500 on most recent home computer	2,402	14.4%	99
Spent \$500-\$999 on most recent home computer	3,495	21.0%	110
Spent \$1,000-\$1,499 on most recent home computer	2,071	12.4%	131
Spent \$1,500-\$1,999 on most recent home computer	997	6.0%	131
Spent \$2,000+ on most recent home computer	807	4.8%	123

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	16,776	54.2%	107
Bought brewed coffee at convenience store in last 30 days	5,034	16.3%	104
Bought cigarettes at convenience store in last 30 days	3,329	10.8%	86
Bought gas at convenience store in last 30 days	10,253	33.1%	100
Spent at convenience store in last 30 days: <\$20	2,862	9.2%	114
Spent at convenience store in last 30 days: \$20-\$39	2,965	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	2,449	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	1,309	4.2%	96
Spent at convenience store in last 30 days: \$100+	6,767	21.9%	95
Entertainment (Adults)			
Attended a movie in last 6 months	20,149	65.1%	110
Went to live theater in last 12 months	5,236	16.9%	130
Went to a bar/night club in last 12 months	6,544	21.1%	127
Dined out in last 12 months	16,347	52.8%	118
Gambled at a casino in last 12 months	4,520	14.6%	107
Visited a theme park in last 12 months	5,714	18.5%	105
Viewed movie (video-on-demand) in last 30 days	6,520	21.1%	124
Viewed TV show (video-on-demand) in last 30 days	5,161	16.7%	129
Watched any pay-per-view TV in last 12 months	4,184	13.5%	103
Downloaded a movie over the Internet in last 30 days	2,798	9.0%	126
Downloaded any individual song in last 6 months	7,496	24.2%	119
Watched a movie online in the last 30 days	5,985	19.3%	121
Watched a TV program online in last 30 days	5,864	19.0%	127
Played a video/electronic game (console) in last 12 months	3,276	10.6%	101
Played a video/electronic game (portable) in last 12 months	1,420	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	11,251	36.4%	117
Used ATM/cash machine in last 12 months	17,489	56.5%	115
Own any stock	3,095	10.0%	131
Own U.S. savings bond	1,928	6.2%	118
Own shares in mutual fund (stock)	3,055	9.9%	136
Own shares in mutual fund (bonds)	1,993	6.4%	132
Have interest checking account	10,231	33.1%	117
Have non-interest checking account	9,742	31.5%	111
Have savings account	19,225	62.1%	115
Have 401K retirement savings plan	5,771	18.6%	128
Own/used any credit/debit card in last 12 months	25,372	82.0%	110
Avg monthly credit card expenditures: <\$111	3,596	11.6%	100
Avg monthly credit card expenditures: \$111-\$225	2,259	7.3%	106
Avg monthly credit card expenditures: \$226-\$450	2,298	7.4%	117
Avg monthly credit card expenditures: \$451-\$700	1,849	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	1,780	5.8%	133
Avg monthly credit card expenditures: \$1,001+	3,894	12.6%	139
Did banking online in last 12 months	14,070	45.5%	127
Did banking on mobile device in last 12 months	5,463	17.7%	126
Paid bills online in last 12 months	16,125	52.1%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,247	67.5%	97
Used bread in last 6 months	15,684	94.1%	100
Used chicken (fresh or frozen) in last 6 months	11,392	68.3%	99
Used turkey (fresh or frozen) in last 6 months	2,617	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	9,059	54.3%	99
Used fresh fruit/vegetables in last 6 months	14,540	87.2%	102
Used fresh milk in last 6 months	14,520	87.1%	99
Used organic food in last 6 months	3,796	22.8%	116
Health (Adults)			
Exercise at home 2+ times per week	9,706	31.4%	111
Exercise at club 2+ times per week	5,277	17.1%	131
Visited a doctor in last 12 months	24,348	78.7%	104
Used vitamin/dietary supplement in last 6 months	17,221	55.7%	105
Home (Households)			
Any home improvement in last 12 months	4,683	28.1%	105
Used housekeeper/maid/professional HH cleaning service in last 12	2,650	15.9%	121
Purchased low ticket HH furnishings in last 12 months	3,108	18.6%	116
Purchased big ticket HH furnishings in last 12 months	3,887	23.3%	112
Bought any small kitchen appliance in last 12 months	3,918	23.5%	106
Bought any large kitchen appliance in last 12 months	2,132	12.8%	100
Insurance (Adults/Households)			
Currently carry life insurance	14,372	46.4%	109
Carry medical/hospital/accident insurance	21,885	70.7%	108
Carry homeowner insurance	15,716	50.8%	108
Carry renter's insurance	3,577	11.6%	142
Have auto insurance: 1 vehicle in household covered	5,487	32.9%	107
Have auto insurance: 2 vehicles in household covered	5,169	31.0%	109
Have auto insurance: 3+ vehicles in household covered	3,502	21.0%	96
Pets (Households)			
Household owns any pet	8,681	52.1%	97
Household owns any cat	3,679	22.1%	98
Household owns any dog	6,203	37.2%	91
Psychographics (Adults)			
Buying American is important to me	12,443	40.2%	95
Usually buy items on credit rather than wait	3,812	12.3%	105
Usually buy based on quality - not price	5,382	17.4%	97
Price is usually more important than brand name	7,910	25.6%	97
Usually use coupons for brands I buy often	6,038	19.5%	103
Am interested in how to help the environment	5,208	16.8%	103
Usually pay more for environ safe product	4,051	13.1%	103
Usually value green products over convenience	2,934	9.5%	90
Likely to buy a brand that supports a charity	10,553	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	5,086	16.4%	124
Bought hardcover book in last 12 months	7,845	25.4%	121
Bought paperback book in last 12 month	11,408	36.9%	117
Read any daily newspaper (paper version)	8,812	28.5%	109
Read any digital newspaper in last 30 days	12,665	40.9%	123
Read any magazine (paper/electronic version) in last 6 months	28,886	93.3%	103

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Retail 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/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,440	79.0%	106
Went to family restaurant/steak house: 4+ times a month	9,239	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	28,299	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	12,640	40.8%	103
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
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,143	39.2%	124
Own e-reader/tablet: iPad	6,237	20.2%	131
Own any portable MP3 player	10,988	35.5%	115
HH owns 1 TV	3,701	22.2%	109
HH owns 2 TVs	4,352	26.1%	101
HH owns 3 TVs	3,642	21.8%	102
HH owns 4+ TVs	2,918	17.5%	93
HH subscribes to cable TV	9,461	56.8%	114
HH subscribes to fiber optic	1,725	10.3%	136
HH has satellite dish	2,736	16.4%	65
HH owns DVD/Blu-ray player	10,536	63.2%	104
HH owns camcorder	2,374	14.2%	102
HH owns portable GPS navigation device	5,145	30.9%	112
HH purchased video game system in last 12 mos	1,176	7.1%	89
HH owns Internet video device for TV	1,438	8.6%	122
Travel (Adults)			
Domestic travel in last 12 months	18,620	60.2%	120
Took 3+ domestic non-business trips in last 12 months	4,219	13.6%	123
Spent on domestic vacations in last 12 months: <\$1,000	3,939	12.7%	119
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,149	6.9%	119
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,379	4.5%	125
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,335	4.3%	111
Spent on domestic vacations in last 12 months: \$3,000+	2,184	7.1%	128
Domestic travel in the 12 months: used general travel website	2,568	8.3%	123
Foreign travel in last 3 years	9,528	30.8%	128
Took 3+ foreign trips by plane in last 3 years	1,994	6.4%	143
Spent on foreign vacations in last 12 months: <\$1,000	1,643	5.3%	127
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,345	4.3%	133
Spent on foreign vacations in last 12 months: \$3,000+	2,022	6.5%	132
Foreign travel in last 3 years: used general travel website	2,167	7.0%	125
Nights spent in hotel/motel in last 12 months: any	15,165	49.0%	121
Took cruise of more than one day in last 3 years	3,249	10.5%	125
Member of any frequent flyer program	7,484	24.2%	148
Member of any hotel rewards program	5,893	19.0%	135

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Retail 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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	26,513	49.2%	104
Bought any women's clothing in last 12 months	24,543	45.5%	104
Bought clothing for child <13 years in last 6 months	14,189	26.3%	95
Bought any shoes in last 12 months	30,249	56.1%	104
Bought costume jewelry in last 12 months	11,107	20.6%	105
Bought any fine jewelry in last 12 months	10,279	19.1%	104
Bought a watch in last 12 months	6,758	12.5%	114
Automobiles (Households)			
HH owns/leases any vehicle	25,800	89.9%	105
HH bought/leased new vehicle last 12 mo	3,286	11.4%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	48,265	89.5%	105
Bought/changed motor oil in last 12 months	25,777	47.8%	97
Had tune-up in last 12 months	17,390	32.2%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	35,298	65.4%	100
Drank regular cola in last 6 months	22,453	41.6%	93
Drank beer/ale in last 6 months	25,426	47.1%	111
Cameras (Adults)			
Own digital point & shoot camera	17,988	33.4%	114
Own digital single-lens reflex (SLR) camera	5,977	11.1%	128
Bought any camera in last 12 months	3,283	6.1%	107
Printed digital photos in last 12 months	1,506	2.8%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	20,147	37.4%	103
Have a smartphone	35,020	64.9%	110
Have a smartphone: Android phone (any brand)	14,841	27.5%	102
Have a smartphone: Apple iPhone	16,947	31.4%	122
Number of cell phones in household: 1	8,885	30.9%	96
Number of cell phones in household: 2	11,325	39.4%	105
Number of cell phones in household: 3+	7,351	25.6%	101
HH has cell phone only (no landline telephone)	11,758	41.0%	98
Computers (Households)			
HH owns a computer	24,122	84.0%	109
HH owns desktop computer	14,038	48.9%	108
HH owns laptop/notebook	17,538	61.1%	113
HH owns any Apple/Mac brand computer	5,575	19.4%	129
HH owns any PC/non-Apple brand computer	20,811	72.5%	107
HH purchased most recent computer in a store	11,858	41.3%	110
HH purchased most recent computer online	4,475	15.6%	119
Spent <\$500 on most recent home computer	4,052	14.1%	97
Spent \$500-\$999 on most recent home computer	6,006	20.9%	110
Spent \$1,000-\$1,499 on most recent home computer	3,501	12.2%	129
Spent \$1,500-\$1,999 on most recent home computer	1,673	5.8%	128
Spent \$2,000+ on most recent home computer	1,400	4.9%	124

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Retail Market Potential

4708 N Midkiff Rd, Midland, Texas, 79705
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	29,132	54.0%	106
Bought brewed coffee at convenience store in last 30 days	8,766	16.3%	103
Bought cigarettes at convenience store in last 30 days	5,844	10.8%	87
Bought gas at convenience store in last 30 days	17,813	33.0%	100
Spent at convenience store in last 30 days: <\$20	4,997	9.3%	114
Spent at convenience store in last 30 days: \$20-\$39	5,143	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	4,238	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	2,254	4.2%	94
Spent at convenience store in last 30 days: \$100+	11,879	22.0%	96
Entertainment (Adults)			
Attended a movie in last 6 months	34,853	64.6%	109
Went to live theater in last 12 months	9,011	16.7%	129
Went to a bar/night club in last 12 months	11,042	20.5%	123
Dined out in last 12 months	28,454	52.8%	118
Gambled at a casino in last 12 months	7,859	14.6%	106
Visited a theme park in last 12 months	10,071	18.7%	106
Viewed movie (video-on-demand) in last 30 days	11,330	21.0%	124
Viewed TV show (video-on-demand) in last 30 days	8,781	16.3%	126
Watched any pay-per-view TV in last 12 months	7,273	13.5%	103
Downloaded a movie over the Internet in last 30 days	4,697	8.7%	121
Downloaded any individual song in last 6 months	12,826	23.8%	117
Watched a movie online in the last 30 days	10,004	18.5%	116
Watched a TV program online in last 30 days	9,804	18.2%	122
Played a video/electronic game (console) in last 12 months	5,598	10.4%	99
Played a video/electronic game (portable) in last 12 months	2,442	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	19,721	36.6%	118
Used ATM/cash machine in last 12 months	30,038	55.7%	113
Own any stock	5,479	10.2%	133
Own U.S. savings bond	3,505	6.5%	123
Own shares in mutual fund (stock)	5,389	10.0%	138
Own shares in mutual fund (bonds)	3,518	6.5%	134
Have interest checking account	17,995	33.4%	118
Have non-interest checking account	16,715	31.0%	110
Have savings account	33,096	61.4%	114
Have 401K retirement savings plan	9,953	18.5%	127
Own/used any credit/debit card in last 12 months	43,937	81.5%	109
Avg monthly credit card expenditures: <\$111	6,309	11.7%	101
Avg monthly credit card expenditures: \$111-\$225	3,860	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	3,963	7.3%	116
Avg monthly credit card expenditures: \$451-\$700	3,258	6.0%	113
Avg monthly credit card expenditures: \$701-\$1,000	3,052	5.7%	131
Avg monthly credit card expenditures: \$1,001+	6,887	12.8%	141
Did banking online in last 12 months	23,865	44.2%	124
Did banking on mobile device in last 12 months	9,113	16.9%	121
Paid bills online in last 12 months	27,534	51.1%	119

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Retail Market Potential

4708 N Midkiff Rd, Midland, Texas, 79705
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	19,714	68.7%	99
Used bread in last 6 months	27,029	94.1%	100
Used chicken (fresh or frozen) in last 6 months	19,795	68.9%	100
Used turkey (fresh or frozen) in last 6 months	4,631	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	15,691	54.6%	100
Used fresh fruit/vegetables in last 6 months	25,071	87.3%	102
Used fresh milk in last 6 months	25,160	87.6%	100
Used organic food in last 6 months	6,329	22.0%	112
Health (Adults)			
Exercise at home 2+ times per week	16,756	31.1%	109
Exercise at club 2+ times per week	9,085	16.8%	129
Visited a doctor in last 12 months	42,645	79.1%	104
Used vitamin/dietary supplement in last 6 months	30,308	56.2%	106
Home (Households)			
Any home improvement in last 12 months	8,308	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	4,655	16.2%	123
Purchased low ticket HH furnishings in last 12 months	5,243	18.3%	114
Purchased big ticket HH furnishings in last 12 months	6,643	23.1%	111
Bought any small kitchen appliance in last 12 months	6,780	23.6%	106
Bought any large kitchen appliance in last 12 months	3,755	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	25,155	46.6%	109
Carry medical/hospital/accident insurance	38,201	70.8%	108
Carry homeowner insurance	28,060	52.0%	111
Carry renter's insurance	5,805	10.8%	132
Have auto insurance: 1 vehicle in household covered	9,187	32.0%	104
Have auto insurance: 2 vehicles in household covered	8,856	30.8%	108
Have auto insurance: 3+ vehicles in household covered	6,372	22.2%	102
Pets (Households)			
Household owns any pet	15,100	52.6%	98
Household owns any cat	6,360	22.2%	99
Household owns any dog	10,834	37.7%	93
Psychographics (Adults)			
Buying American is important to me	22,093	41.0%	97
Usually buy items on credit rather than wait	6,556	12.2%	104
Usually buy based on quality - not price	9,443	17.5%	98
Price is usually more important than brand name	13,609	25.2%	96
Usually use coupons for brands I buy often	10,468	19.4%	103
Am interested in how to help the environment	8,882	16.5%	101
Usually pay more for environ safe product	6,931	12.9%	101
Usually value green products over convenience	5,126	9.5%	90
Likely to buy a brand that supports a charity	18,250	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	8,819	16.4%	124
Bought hardcover book in last 12 months	13,289	24.6%	118
Bought paperback book in last 12 month	19,556	36.3%	116
Read any daily newspaper (paper version)	15,536	28.8%	110
Read any digital newspaper in last 30 days	21,621	40.1%	120
Read any magazine (paper/electronic version) in last 6 months	50,324	93.3%	103

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Retail Market Potential

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

Dub House, MAI, CCIM
 Latitude: 32.03596
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	42,647	79.1%	106
Went to family restaurant/steak house: 4+ times a month	16,271	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	49,221	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	21,859	40.5%	103
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
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	20,919	38.8%	122
Own e-reader/tablet: iPad	10,824	20.1%	131
Own any portable MP3 player	19,147	35.5%	115
HH owns 1 TV	6,073	21.2%	103
HH owns 2 TVs	7,506	26.1%	101
HH owns 3 TVs	6,277	21.9%	102
HH owns 4+ TVs	5,380	18.7%	99
HH subscribes to cable TV	16,189	56.4%	114
HH subscribes to fiber optic	2,958	10.3%	135
HH has satellite dish	5,084	17.7%	70
HH owns DVD/Blu-ray player	18,151	63.2%	104
HH owns camcorder	4,270	14.9%	107
HH owns portable GPS navigation device	9,042	31.5%	115
HH purchased video game system in last 12 mos	2,030	7.1%	89
HH owns Internet video device for TV	2,382	8.3%	118
Travel (Adults)			
Domestic travel in last 12 months	31,988	59.3%	118
Took 3+ domestic non-business trips in last 12 months	7,255	13.5%	121
Spent on domestic vacations in last 12 months: <\$1,000	6,468	12.0%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,709	6.9%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,336	4.3%	121
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,533	4.7%	120
Spent on domestic vacations in last 12 months: \$3,000+	3,913	7.3%	132
Domestic travel in the 12 months: used general travel website	4,397	8.2%	120
Foreign travel in last 3 years	16,374	30.4%	126
Took 3+ foreign trips by plane in last 3 years	3,392	6.3%	140
Spent on foreign vacations in last 12 months: <\$1,000	2,828	5.2%	126
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,252	4.2%	128
Spent on foreign vacations in last 12 months: \$3,000+	3,563	6.6%	133
Foreign travel in last 3 years: used general travel website	3,761	7.0%	125
Nights spent in hotel/motel in last 12 months: any	26,308	48.8%	120
Took cruise of more than one day in last 3 years	5,680	10.5%	126
Member of any frequent flyer program	12,950	24.0%	147
Member of any hotel rewards program	10,322	19.1%	136

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