



Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01191
 Longitude: -102.15827

Demographic Summary		2017	2022	
Population		14,404	16,038	
Population 18+		10,803	12,040	
Households		5,920	6,575	
Median Household Income		\$67,806	\$75,486	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		8,325	77.1%	103
Went to family restaurant/steak house 4+ times/mo		3,128	29.0%	106
Spent at family rest/steak hse last 6 months: <\$31		784	7.3%	95
Spent at family rest/steak hse last 6 months: \$31-50		934	8.6%	100
Spent at family rest/steak hse last 6 months: \$51-100		1,551	14.4%	97
Spent at family rest/steak hse last 6 months: \$101-200		1,248	11.6%	103
Spent at family rest/steak hse last 6 months: \$201-300		494	4.6%	97
Spent at family rest/steak hse last 6 months: \$301+		807	7.5%	122
Family restaurant/steak house last 6 months: breakfast		1,386	12.8%	101
Family restaurant/steak house last 6 months: lunch		2,106	19.5%	102
Family restaurant/steak house last 6 months: dinner		5,333	49.4%	107
Family restaurant/steak house last 6 months: snack		200	1.9%	97
Family restaurant/steak house last 6 months: weekday		3,539	32.8%	106
Family restaurant/steak house last 6 months: weekend		4,756	44.0%	106
Fam rest/steak hse/6 months: Applebee`s		2,274	21.0%	93
Fam rest/steak hse/6 months: Bob Evans Farms		289	2.7%	72
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,339	12.4%	130
Fam rest/steak hse/6 months: California Pizza Kitchen		421	3.9%	122
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		449	4.2%	126
Fam rest/steak hse/6 months: The Cheesecake Factory		878	8.1%	130
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,396	12.9%	117
Fam rest/steak hse/6 months: CiCi`s Pizza		376	3.5%	88
Fam rest/steak hse/6 months: Cracker Barrel		1,178	10.9%	105
Fam rest/steak hse/6 months: Denny`s		916	8.5%	96
Fam rest/steak hse/6 months: Golden Corral		693	6.4%	85
Fam rest/steak hse/6 months: IHOP		1,309	12.1%	115
Fam rest/steak hse/6 months: Logan`s Roadhouse		325	3.0%	81
Fam rest/steak hse/6 months: LongHorn Steakhouse		407	3.8%	77
Fam rest/steak hse/6 months: Olive Garden		2,076	19.2%	113
Fam rest/steak hse/6 months: Outback Steakhouse		1,147	10.6%	116
Fam rest/steak hse/6 months: Red Lobster		1,170	10.8%	94
Fam rest/steak hse/6 months: Red Robin		890	8.2%	127
Fam rest/steak hse/6 months: Ruby Tuesday		626	5.8%	100
Fam rest/steak hse/6 months: Texas Roadhouse		983	9.1%	113
Fam rest/steak hse/6 months: T.G.I. Friday`s		837	7.7%	111
Fam rest/steak hse/6 months: Waffle House		580	5.4%	98
Went to fast food/drive-in restaurant in last 6 mo		9,820	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo		4,548	42.1%	107
Spent at fast food/drive-in last 6 months: <\$11		390	3.6%	80
Spent at fast food/drive-in last 6 months: \$11-\$20		880	8.1%	98
Spent at fast food/drive-in last 6 months: \$21-\$40		1,250	11.6%	92
Spent at fast food/drive-in last 6 months: \$41-\$50		834	7.7%	99
Spent at fast food/drive-in last 6 months: \$51-\$100		1,973	18.3%	110
Spent at fast food/drive-in last 6 months: \$101-\$200		1,298	12.0%	109
Spent at fast food/drive-in last 6 months: \$201+		1,193	11.0%	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 2017 and 2022.



Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
 Ring: 1 mile radius

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,107	38.0%	104
Fast food/drive-in last 6 months: home delivery	942	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	5,349	49.5%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,547	23.6%	117
Fast food/drive-in last 6 months: breakfast	3,743	34.6%	106
Fast food/drive-in last 6 months: lunch	5,700	52.8%	107
Fast food/drive-in last 6 months: dinner	5,319	49.2%	109
Fast food/drive-in last 6 months: snack	1,611	14.9%	124
Fast food/drive-in last 6 months: weekday	6,573	60.8%	104
Fast food/drive-in last 6 months: weekend	5,448	50.4%	109
Fast food/drive-in last 6 months: A & W	222	2.1%	76
Fast food/drive-in last 6 months: Arby`s	1,715	15.9%	98
Fast food/drive-in last 6 months: Baskin-Robbins	400	3.7%	110
Fast food/drive-in last 6 months: Boston Market	440	4.1%	117
Fast food/drive-in last 6 months: Burger King	3,195	29.6%	100
Fast food/drive-in last 6 months: Captain D`s	291	2.7%	77
Fast food/drive-in last 6 months: Carl`s Jr.	617	5.7%	101
Fast food/drive-in last 6 months: Checkers	303	2.8%	89
Fast food/drive-in last 6 months: Chick-fil-A	2,659	24.6%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,758	16.3%	137
Fast food/drive-in last 6 months: Chuck E. Cheese`s	326	3.0%	94
Fast food/drive-in last 6 months: Church`s Fr. Chicken	361	3.3%	93
Fast food/drive-in last 6 months: Cold Stone Creamery	363	3.4%	119
Fast food/drive-in last 6 months: Dairy Queen	1,525	14.1%	94
Fast food/drive-in last 6 months: Del Taco	374	3.5%	97
Fast food/drive-in last 6 months: Domino`s Pizza	1,373	12.7%	105
Fast food/drive-in last 6 months: Dunkin` Donuts	1,251	11.6%	92
Fast food/drive-in last 6 months: Hardee`s	460	4.3%	76
Fast food/drive-in last 6 months: Jack in the Box	1,165	10.8%	129
Fast food/drive-in last 6 months: KFC	1,989	18.4%	87
Fast food/drive-in last 6 months: Krispy Kreme	610	5.6%	113
Fast food/drive-in last 6 months: Little Caesars	1,333	12.3%	104
Fast food/drive-in last 6 months: Long John Silver`s	400	3.7%	84
Fast food/drive-in last 6 months: McDonald`s	5,873	54.4%	101
Went to Panda Express in last 6 months	1,163	10.8%	133
Fast food/drive-in last 6 months: Panera Bread	1,577	14.6%	126
Fast food/drive-in last 6 months: Papa John`s	1,056	9.8%	114
Fast food/drive-in last 6 months: Papa Murphy`s	540	5.0%	104
Fast food/drive-in last 6 months: Pizza Hut	1,936	17.9%	93
Fast food/drive-in last 6 months: Popeyes Chicken	955	8.8%	112
Fast food/drive-in last 6 months: Quiznos	324	3.0%	123
Fast food/drive-in last 6 months: Sonic Drive-In	1,386	12.8%	115
Fast food/drive-in last 6 months: Starbucks	2,269	21.0%	132
Fast food/drive-in last 6 months: Steak `n Shake	533	4.9%	93
Fast food/drive-in last 6 months: Subway	3,484	32.3%	104
Fast food/drive-in last 6 months: Taco Bell	3,555	32.9%	109
Fast food/drive-in last 6 months: Wendy`s	2,860	26.5%	98
Fast food/drive-in last 6 months: Whataburger	632	5.9%	133
Fast food/drive-in last 6 months: White Castle	341	3.2%	99

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 2017 and 2022.



Restaurant Market Potential

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Ring: 1 mile radius

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Went to fine dining restaurant last month	1,291	12.0%	112
Went to fine dining restaurant 3+ times last month	386	3.6%	115
Spent at fine dining rest in last 6 months: <\$51	214	2.0%	105
Spent at fine dining rest in last 6 months: \$51-\$100	433	4.0%	118
Spent at fine dining rest in last 6 months: \$101-\$200	416	3.9%	118
Spent at fine dining rest in last 6 months: \$201+	419	3.9%	116

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Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01191
 Longitude: -102.15827

Demographic Summary	2017	2022
Population	68,314	74,438
Population 18+	51,486	55,959
Households	27,282	29,694
Median Household Income	\$67,831	\$76,273

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	39,956	77.6%	104
Went to family restaurant/steak house 4+ times/mo	14,831	28.8%	105
Spent at family rest/steak hse last 6 months: <\$31	3,748	7.3%	95
Spent at family rest/steak hse last 6 months: \$31-50	4,547	8.8%	102
Spent at family rest/steak hse last 6 months: \$51-100	7,794	15.1%	102
Spent at family rest/steak hse last 6 months: \$101-200	6,045	11.7%	105
Spent at family rest/steak hse last 6 months: \$201-300	2,628	5.1%	108
Spent at family rest/steak hse last 6 months: \$301+	3,438	6.7%	109
Family restaurant/steak house last 6 months: breakfast	6,898	13.4%	105
Family restaurant/steak house last 6 months: lunch	10,169	19.8%	104
Family restaurant/steak house last 6 months: dinner	25,723	50.0%	108
Family restaurant/steak house last 6 months: snack	974	1.9%	99
Family restaurant/steak house last 6 months: weekday	17,036	33.1%	107
Family restaurant/steak house last 6 months: weekend	23,053	44.8%	108
Fam rest/steak hse/6 months: Applebee`s	11,646	22.6%	99
Fam rest/steak hse/6 months: Bob Evans Farms	1,632	3.2%	86
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,914	11.5%	120
Fam rest/steak hse/6 months: California Pizza Kitchen	1,836	3.6%	112
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,061	4.0%	121
Fam rest/steak hse/6 months: The Cheesecake Factory	3,799	7.4%	118
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,403	12.4%	112
Fam rest/steak hse/6 months: CiCi`s Pizza	1,955	3.8%	97
Fam rest/steak hse/6 months: Cracker Barrel	5,709	11.1%	107
Fam rest/steak hse/6 months: Denny`s	4,559	8.9%	100
Fam rest/steak hse/6 months: Golden Corral	3,655	7.1%	94
Fam rest/steak hse/6 months: IHOP	5,930	11.5%	110
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,709	3.3%	89
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,527	4.9%	100
Fam rest/steak hse/6 months: Olive Garden	9,909	19.2%	113
Fam rest/steak hse/6 months: Outback Steakhouse	5,495	10.7%	117
Fam rest/steak hse/6 months: Red Lobster	5,906	11.5%	100
Fam rest/steak hse/6 months: Red Robin	3,963	7.7%	119
Fam rest/steak hse/6 months: Ruby Tuesday	2,979	5.8%	100
Fam rest/steak hse/6 months: Texas Roadhouse	4,779	9.3%	115
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,959	7.7%	110
Fam rest/steak hse/6 months: Waffle House	2,840	5.5%	101
Went to fast food/drive-in restaurant in last 6 mo	47,047	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	21,120	41.0%	104
Spent at fast food/drive-in last 6 months: <\$11	2,066	4.0%	89
Spent at fast food/drive-in last 6 months: \$11-\$20	4,257	8.3%	99
Spent at fast food/drive-in last 6 months: \$21-\$40	6,345	12.3%	98
Spent at fast food/drive-in last 6 months: \$41-\$50	4,123	8.0%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	9,089	17.7%	106
Spent at fast food/drive-in last 6 months: \$101-\$200	5,861	11.4%	103
Spent at fast food/drive-in last 6 months: \$201+	5,601	10.9%	110

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Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01191
 Longitude: -102.15827

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	19,155	37.2%	102
Fast food/drive-in last 6 months: home delivery	4,292	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	25,459	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	11,525	22.4%	111
Fast food/drive-in last 6 months: breakfast	17,794	34.6%	105
Fast food/drive-in last 6 months: lunch	27,005	52.5%	106
Fast food/drive-in last 6 months: dinner	25,167	48.9%	109
Fast food/drive-in last 6 months: snack	6,698	13.0%	108
Fast food/drive-in last 6 months: weekday	31,806	61.8%	106
Fast food/drive-in last 6 months: weekend	25,470	49.5%	107
Fast food/drive-in last 6 months: A & W	1,172	2.3%	84
Fast food/drive-in last 6 months: Arby`s	8,552	16.6%	102
Fast food/drive-in last 6 months: Baskin-Robbins	1,735	3.4%	100
Fast food/drive-in last 6 months: Boston Market	1,799	3.5%	100
Fast food/drive-in last 6 months: Burger King	15,340	29.8%	101
Fast food/drive-in last 6 months: Captain D`s	1,420	2.8%	79
Fast food/drive-in last 6 months: Carl`s Jr.	3,021	5.9%	104
Fast food/drive-in last 6 months: Checkers	1,497	2.9%	92
Fast food/drive-in last 6 months: Chick-fil-A	12,155	23.6%	124
Fast food/drive-in last 6 months: Chipotle Mex. Grill	7,602	14.8%	124
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,591	3.1%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,702	3.3%	92
Fast food/drive-in last 6 months: Cold Stone Creamery	1,652	3.2%	113
Fast food/drive-in last 6 months: Dairy Queen	7,677	14.9%	100
Fast food/drive-in last 6 months: Del Taco	1,794	3.5%	98
Fast food/drive-in last 6 months: Domino`s Pizza	6,310	12.3%	101
Fast food/drive-in last 6 months: Dunkin` Donuts	6,121	11.9%	95
Fast food/drive-in last 6 months: Hardee`s	2,546	4.9%	88
Fast food/drive-in last 6 months: Jack in the Box	5,183	10.1%	120
Fast food/drive-in last 6 months: KFC	10,170	19.8%	94
Fast food/drive-in last 6 months: Krispy Kreme	2,963	5.8%	116
Fast food/drive-in last 6 months: Little Caesars	6,606	12.8%	108
Fast food/drive-in last 6 months: Long John Silver`s	2,022	3.9%	89
Fast food/drive-in last 6 months: McDonald`s	27,899	54.2%	101
Went to Panda Express in last 6 months	4,860	9.4%	117
Fast food/drive-in last 6 months: Panera Bread	7,448	14.5%	125
Fast food/drive-in last 6 months: Papa John`s	5,010	9.7%	113
Fast food/drive-in last 6 months: Papa Murphy`s	2,672	5.2%	108
Fast food/drive-in last 6 months: Pizza Hut	9,566	18.6%	96
Fast food/drive-in last 6 months: Popeyes Chicken	4,210	8.2%	103
Fast food/drive-in last 6 months: Quiznos	1,372	2.7%	109
Fast food/drive-in last 6 months: Sonic Drive-In	6,209	12.1%	108
Fast food/drive-in last 6 months: Starbucks	9,944	19.3%	121
Fast food/drive-in last 6 months: Steak `n Shake	2,802	5.4%	102
Fast food/drive-in last 6 months: Subway	16,910	32.8%	106
Fast food/drive-in last 6 months: Taco Bell	16,942	32.9%	109
Fast food/drive-in last 6 months: Wendy`s	13,937	27.1%	100
Fast food/drive-in last 6 months: Whataburger	2,596	5.0%	115
Fast food/drive-in last 6 months: White Castle	1,489	2.9%	91

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W Wadley Ave, Midland, Texas, 79707
Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 32.01191
Longitude: -102.15827

Went to fine dining restaurant last month	6,340	12.3%	115
Went to fine dining restaurant 3+ times last month	1,976	3.8%	124
Spent at fine dining rest in last 6 months: <\$51	983	1.9%	101
Spent at fine dining rest in last 6 months: \$51-\$100	2,101	4.1%	120
Spent at fine dining rest in last 6 months: \$101-\$200	1,900	3.7%	113
Spent at fine dining rest in last 6 months: \$201+	1,961	3.8%	114

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Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
 Ring: 5 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01191
 Longitude: -102.15827

Demographic Summary	2017	2022
Population	114,381	125,296
Population 18+	85,389	93,398
Households	44,212	48,385
Median Household Income	\$64,866	\$73,203

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	64,868	76.0%	102
Went to family restaurant/steak house 4+ times/mo	23,787	27.9%	102
Spent at family rest/steak hse last 6 months: <\$31	6,146	7.2%	94
Spent at family rest/steak hse last 6 months: \$31-50	7,262	8.5%	98
Spent at family rest/steak hse last 6 months: \$51-100	12,700	14.9%	100
Spent at family rest/steak hse last 6 months: \$101-200	9,913	11.6%	104
Spent at family rest/steak hse last 6 months: \$201-300	4,161	4.9%	103
Spent at family rest/steak hse last 6 months: \$301+	5,603	6.6%	108
Family restaurant/steak house last 6 months: breakfast	10,806	12.7%	100
Family restaurant/steak house last 6 months: lunch	16,547	19.4%	102
Family restaurant/steak house last 6 months: dinner	40,996	48.0%	104
Family restaurant/steak house last 6 months: snack	1,580	1.9%	97
Family restaurant/steak house last 6 months: weekday	27,066	31.7%	103
Family restaurant/steak house last 6 months: weekend	36,868	43.2%	104
Fam rest/steak hse/6 months: Applebee`s	18,780	22.0%	97
Fam rest/steak hse/6 months: Bob Evans Farms	2,832	3.3%	90
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,126	10.7%	112
Fam rest/steak hse/6 months: California Pizza Kitchen	3,000	3.5%	110
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,231	3.8%	114
Fam rest/steak hse/6 months: The Cheesecake Factory	5,919	6.9%	110
Fam rest/steak hse/6 months: Chili`s Grill & Bar	10,268	12.0%	109
Fam rest/steak hse/6 months: CiCi`s Pizza	3,878	4.5%	115
Fam rest/steak hse/6 months: Cracker Barrel	8,800	10.3%	99
Fam rest/steak hse/6 months: Denny`s	7,970	9.3%	105
Fam rest/steak hse/6 months: Golden Corral	6,549	7.7%	102
Fam rest/steak hse/6 months: IHOP	9,611	11.3%	107
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,945	3.4%	93
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,233	5.0%	101
Fam rest/steak hse/6 months: Olive Garden	15,619	18.3%	108
Fam rest/steak hse/6 months: Outback Steakhouse	8,383	9.8%	107
Fam rest/steak hse/6 months: Red Lobster	9,780	11.5%	100
Fam rest/steak hse/6 months: Red Robin	5,909	6.9%	107
Fam rest/steak hse/6 months: Ruby Tuesday	4,701	5.5%	95
Fam rest/steak hse/6 months: Texas Roadhouse	7,460	8.7%	109
Fam rest/steak hse/6 months: T.G.I. Friday`s	6,097	7.1%	103
Fam rest/steak hse/6 months: Waffle House	4,624	5.4%	99
Went to fast food/drive-in restaurant in last 6 mo	77,687	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	34,629	40.6%	103
Spent at fast food/drive-in last 6 months: <\$11	3,496	4.1%	90
Spent at fast food/drive-in last 6 months: \$11-\$20	7,055	8.3%	99
Spent at fast food/drive-in last 6 months: \$21-\$40	10,552	12.4%	99
Spent at fast food/drive-in last 6 months: \$41-\$50	6,803	8.0%	102
Spent at fast food/drive-in last 6 months: \$51-\$100	14,817	17.4%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	9,576	11.2%	102
Spent at fast food/drive-in last 6 months: \$201+	8,815	10.3%	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 2017 and 2022.



Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
 Ring: 5 mile radius

Dub House, MAI, CCIM
 Latitude: 32.01191
 Longitude: -102.15827

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	31,476	36.9%	101
Fast food/drive-in last 6 months: home delivery	6,847	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	41,074	48.1%	104
Fast food/drive-in last 6 months: take-out/walk-in	17,967	21.0%	104
Fast food/drive-in last 6 months: breakfast	28,668	33.6%	102
Fast food/drive-in last 6 months: lunch	43,144	50.5%	102
Fast food/drive-in last 6 months: dinner	40,178	47.1%	104
Fast food/drive-in last 6 months: snack	10,910	12.8%	106
Fast food/drive-in last 6 months: weekday	50,715	59.4%	102
Fast food/drive-in last 6 months: weekend	40,965	48.0%	104
Fast food/drive-in last 6 months: A & W	2,160	2.5%	94
Fast food/drive-in last 6 months: Arby`s	13,334	15.6%	96
Fast food/drive-in last 6 months: Baskin-Robbins	2,795	3.3%	97
Fast food/drive-in last 6 months: Boston Market	2,941	3.4%	99
Fast food/drive-in last 6 months: Burger King	24,991	29.3%	99
Fast food/drive-in last 6 months: Captain D`s	2,464	2.9%	83
Fast food/drive-in last 6 months: Carl`s Jr.	4,890	5.7%	101
Fast food/drive-in last 6 months: Checkers	2,407	2.8%	89
Fast food/drive-in last 6 months: Chick-fil-A	18,122	21.2%	112
Fast food/drive-in last 6 months: Chipotle Mex. Grill	11,212	13.1%	110
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,625	3.1%	95
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,410	4.0%	112
Fast food/drive-in last 6 months: Cold Stone Creamery	2,631	3.1%	109
Fast food/drive-in last 6 months: Dairy Queen	12,730	14.9%	100
Fast food/drive-in last 6 months: Del Taco	3,111	3.6%	102
Fast food/drive-in last 6 months: Domino`s Pizza	10,367	12.1%	100
Fast food/drive-in last 6 months: Dunkin` Donuts	10,100	11.8%	94
Fast food/drive-in last 6 months: Hardee`s	4,230	5.0%	88
Fast food/drive-in last 6 months: Jack in the Box	8,639	10.1%	121
Fast food/drive-in last 6 months: KFC	17,000	19.9%	94
Fast food/drive-in last 6 months: Krispy Kreme	4,613	5.4%	108
Fast food/drive-in last 6 months: Little Caesars	11,221	13.1%	111
Fast food/drive-in last 6 months: Long John Silver`s	3,790	4.4%	100
Fast food/drive-in last 6 months: McDonald`s	45,674	53.5%	100
Went to Panda Express in last 6 months	7,702	9.0%	112
Fast food/drive-in last 6 months: Panera Bread	11,256	13.2%	114
Fast food/drive-in last 6 months: Papa John`s	7,570	8.9%	103
Fast food/drive-in last 6 months: Papa Murphy`s	4,229	5.0%	103
Fast food/drive-in last 6 months: Pizza Hut	16,333	19.1%	99
Fast food/drive-in last 6 months: Popeyes Chicken	6,764	7.9%	100
Fast food/drive-in last 6 months: Quiznos	2,160	2.5%	104
Fast food/drive-in last 6 months: Sonic Drive-In	10,207	12.0%	107
Fast food/drive-in last 6 months: Starbucks	15,401	18.0%	113
Fast food/drive-in last 6 months: Steak `n Shake	4,613	5.4%	102
Fast food/drive-in last 6 months: Subway	27,278	31.9%	103
Fast food/drive-in last 6 months: Taco Bell	27,245	31.9%	105
Fast food/drive-in last 6 months: Wendy`s	22,584	26.4%	98
Fast food/drive-in last 6 months: Whataburger	4,946	5.8%	132
Fast food/drive-in last 6 months: White Castle	2,471	2.9%	91

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Restaurant Market Potential

W Wadley Ave, Midland, Texas, 79707
Ring: 5 mile radius

Dub House, MAI, CCIM
Latitude: 32.01191
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Went to fine dining restaurant last month	9,972	11.7%	109
Went to fine dining restaurant 3+ times last month	3,089	3.6%	117
Spent at fine dining rest in last 6 months: <\$51	1,674	2.0%	104
Spent at fine dining rest in last 6 months: \$51-\$100	3,236	3.8%	112
Spent at fine dining rest in last 6 months: \$101-\$200	3,031	3.5%	109
Spent at fine dining rest in last 6 months: \$201+	3,163	3.7%	110

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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