



# Retail Market Potential

6413 N State Highway 349, Midland, Texas, 79705  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.07218  
 Longitude: -102.08848

Demographic Summary		2017	2022
Population		1,444	1,727
Population 18+		1,049	1,264
Households		504	601
Median Household Income		\$63,839	\$75,286

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	538	51.3%	108
Bought any women's clothing in last 12 months	478	45.6%	105
Bought clothing for child <13 years in last 6 months	317	30.2%	110
Bought any shoes in last 12 months	570	54.3%	101
Bought costume jewelry in last 12 months	219	20.9%	109
Bought any fine jewelry in last 12 months	206	19.6%	109
Bought a watch in last 12 months	161	15.3%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	453	89.9%	105
HH bought/leased new vehicle last 12 mo	44	8.7%	89
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	950	90.6%	107
Bought/changed motor oil in last 12 months	642	61.2%	127
Had tune-up in last 12 months	306	29.2%	102
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	698	66.5%	100
Drank regular cola in last 6 months	528	50.3%	114
Drank beer/ale in last 6 months	389	37.1%	88
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	238	22.7%	107
Own digital SLR camera/camcorder	57	5.4%	65
Printed digital photos in last 12 months	130	12.4%	89
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	373	35.6%	98
Have a smartphone	568	54.1%	81
Have a smartphone: Android phone (any brand)	269	25.6%	80
Have a smartphone: Apple iPhone	246	23.5%	77
Number of cell phones in household: 1	157	31.2%	97
Number of cell phones in household: 2	191	37.9%	101
Number of cell phones in household: 3+	126	25.0%	96
HH has cell phone only (no landline telephone)	211	41.9%	92
<b>Computers (Households)</b>			
HH owns a computer	349	69.2%	91
HH owns desktop computer	203	40.3%	94
HH owns laptop/notebook	244	48.4%	87
HH owns any Apple/Mac brand computer	47	9.3%	61
HH owns any PC/non-Apple brand computer	324	64.3%	97
HH purchased most recent computer in a store	185	36.7%	98
HH purchased most recent computer online	49	9.7%	75
Spent <\$500 on most recent home computer	79	15.7%	102
Spent \$500-\$999 on most recent home computer	81	16.1%	88
Spent \$1,000-\$1,499 on most recent home computer	39	7.7%	85
Spent \$1,500-\$1,999 on most recent home computer	12	2.4%	56
Spent \$2,000+ on most recent home computer	12	2.4%	67

**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 2017 and 2022.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	543	51.8%	104
Bought brewed coffee at convenience store in last 30 days	168	16.0%	103
Bought cigarettes at convenience store in last 30 days	186	17.7%	146
Bought gas at convenience store in last 30 days	468	44.6%	132
Spent at convenience store in last 30 days: <\$20	55	5.2%	67
Spent at convenience store in last 30 days: \$20-\$39	85	8.1%	89
Spent at convenience store in last 30 days: \$40-\$50	80	7.6%	101
Spent at convenience store in last 30 days: \$51-\$99	61	5.8%	125
Spent at convenience store in last 30 days: \$100+	323	30.8%	131
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	504	48.0%	81
Went to live theater in last 12 months	82	7.8%	60
Went to a bar/night club in last 12 months	125	11.9%	71
Dined out in last 12 months	408	38.9%	86
Gambled at a casino in last 12 months	79	7.5%	54
Visited a theme park in last 12 months	159	15.2%	85
Viewed movie (video-on-demand) in last 30 days	121	11.5%	63
Viewed TV show (video-on-demand) in last 30 days	60	5.7%	43
Watched any pay-per-view TV in last 12 months	113	10.8%	87
Downloaded a movie over the Internet in last 30 days	36	3.4%	41
Downloaded any individual song in last 6 months	206	19.6%	93
Watched a movie online in the last 30 days	97	9.2%	49
Watched a TV program online in last 30 days	96	9.2%	54
Played a video/electronic game (console) in last 12 months	80	7.6%	77
Played a video/electronic game (portable) in last 12 months	48	4.6%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	335	31.9%	104
Used ATM/cash machine in last 12 months	478	45.6%	92
Own any stock	54	5.1%	71
Own U.S. savings bond	36	3.4%	67
Own shares in mutual fund (stock)	61	5.8%	79
Own shares in mutual fund (bonds)	37	3.5%	70
Have interest checking account	260	24.8%	91
Have non-interest checking account	331	31.6%	107
Have savings account	504	48.0%	88
Have 401K retirement savings plan	129	12.3%	84
Own/used any credit/debit card in last 12 months	790	75.3%	100
Avg monthly credit card expenditures: <\$111	109	10.4%	87
Avg monthly credit card expenditures: \$111-\$225	68	6.5%	92
Avg monthly credit card expenditures: \$226-\$450	81	7.7%	117
Avg monthly credit card expenditures: \$451-\$700	48	4.6%	86
Avg monthly credit card expenditures: \$701-\$1,000	33	3.1%	68
Avg monthly credit card expenditures: \$1,001+	38	3.6%	39
Did banking online in last 12 months	323	30.8%	84
Did banking on mobile device in last 12 months	142	13.5%	78
Paid bills online in last 12 months	395	37.7%	84

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	375	74.4%	107
Used bread in last 6 months	485	96.2%	102
Used chicken (fresh or frozen) in last 6 months	355	70.4%	102
Used turkey (fresh or frozen) in last 6 months	70	13.9%	88
Used fish/seafood (fresh or frozen) in last 6 months	255	50.6%	93
Used fresh fruit/vegetables in last 6 months	436	86.5%	100
Used fresh milk in last 6 months	455	90.3%	103
Used organic food in last 6 months	60	11.9%	58
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	284	27.1%	94
Exercise at club 2+ times per week	87	8.3%	62
Visited a doctor in last 12 months	840	80.1%	106
Used vitamin/dietary supplement in last 6 months	529	50.4%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	144	28.6%	105
Used housekeeper/maid/professional HH cleaning service in last 12	49	9.7%	73
Purchased low ticket HH furnishings in last 12 months	73	14.5%	89
Purchased big ticket HH furnishings in last 12 months	87	17.3%	81
Bought any small kitchen appliance in last 12 months	96	19.0%	86
Bought any large kitchen appliance in last 12 months	73	14.5%	114
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	504	48.0%	111
Carry medical/hospital/accident insurance	727	69.3%	100
Carry homeowner insurance	555	52.9%	113
Carry renter's insurance	62	5.9%	68
Have auto insurance: 1 vehicle in household covered	145	28.8%	92
Have auto insurance: 2 vehicles in household covered	142	28.2%	99
Have auto insurance: 3+ vehicles in household covered	145	28.8%	133
<b>Pets (Households)</b>			
Household owns any pet	346	68.7%	127
Household owns any cat	155	30.8%	136
Household owns any dog	301	59.7%	144
<b>Psychographics (Adults)</b>			
Buying American is important to me	554	52.8%	127
Usually buy items on credit rather than wait	115	11.0%	89
Usually buy based on quality - not price	202	19.3%	105
Price is usually more important than brand name	309	29.5%	111
Usually use coupons for brands I buy often	210	20.0%	110
Am interested in how to help the environment	142	13.5%	82
Usually pay more for environ safe product	121	11.5%	86
Usually value green products over convenience	110	10.5%	97
Likely to buy a brand that supports a charity	361	34.4%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	128	12.2%	86
Bought hardcover book in last 12 months	178	17.0%	83
Bought paperback book in last 12 month	292	27.8%	93
Read any daily newspaper (paper version)	218	20.8%	86
Read any digital newspaper in last 30 days	262	25.0%	73
Read any magazine (paper/electronic version) in last 6 months	917	87.4%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	842	80.3%	107
Went to family restaurant/steak house: 4+ times a month	324	30.9%	113
Went to fast food/drive-in restaurant in last 6 months	986	94.0%	104
Went to fast food/drive-in restaurant 9+ times/mo	499	47.6%	121
Fast food/drive-in last 6 months: eat in	433	41.3%	113
Fast food/drive-in last 6 months: home delivery	63	6.0%	78
Fast food/drive-in last 6 months: take-out/drive-thru	575	54.8%	119
Fast food/drive-in last 6 months: take-out/walk-in	179	17.1%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	266	25.4%	75
Own any e-reader	63	6.0%	69
Own e-reader/tablet: iPad	145	13.8%	67
HH has Internet connectable TV	91	18.1%	90
Own any portable MP3 player	285	27.2%	97
HH owns 1 TV	76	15.1%	73
HH owns 2 TVs	143	28.4%	109
HH owns 3 TVs	114	22.6%	105
HH owns 4+ TVs	121	24.0%	132
HH subscribes to cable TV	143	28.4%	59
HH subscribes to fiber optic	14	2.8%	35
HH owns portable GPS navigation device	144	28.6%	105
HH purchased video game system in last 12 mos	28	5.6%	72
HH owns Internet video device for TV	36	7.1%	65
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	488	46.5%	91
Took 3+ domestic non-business trips in last 12 months	104	9.9%	89
Spent on domestic vacations in last 12 months: <\$1,000	98	9.3%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	50	4.8%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	33	3.1%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	27	2.6%	68
Spent on domestic vacations in last 12 months: \$3,000+	45	4.3%	75
Domestic travel in the 12 months: used general travel website	54	5.1%	74
Foreign travel in last 3 years	140	13.3%	55
Took 3+ foreign trips by plane in last 3 years	13	1.2%	28
Spent on foreign vacations in last 12 months: <\$1,000	26	2.5%	58
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	18	1.7%	49
Spent on foreign vacations in last 12 months: \$3,000+	26	2.5%	49
Foreign travel in last 3 years: used general travel website	37	3.5%	61
Nights spent in hotel/motel in last 12 months: any	380	36.2%	87
Took cruise of more than one day in last 3 years	72	6.9%	86
Member of any frequent flyer program	77	7.3%	45
Member of any hotel rewards program	119	11.3%	76

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<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		13,065	14,813
Population 18+		10,034	11,355
Households		5,083	5,748
Median Household Income		\$79,880	\$89,019

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	4,980	49.6%	104
Bought any women's clothing in last 12 months	4,676	46.6%	107
Bought clothing for child <13 years in last 6 months	2,814	28.0%	102
Bought any shoes in last 12 months	5,824	58.0%	108
Bought costume jewelry in last 12 months	2,136	21.3%	112
Bought any fine jewelry in last 12 months	1,997	19.9%	110
Bought a watch in last 12 months	1,591	15.9%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,623	91.0%	107
HH bought/leased new vehicle last 12 mo	617	12.1%	123
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	9,042	90.1%	106
Bought/changed motor oil in last 12 months	4,822	48.1%	100
Had tune-up in last 12 months	3,136	31.3%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,966	69.4%	104
Drank regular cola in last 6 months	4,083	40.7%	92
Drank beer/ale in last 6 months	4,587	45.7%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,514	25.1%	118
Own digital SLR camera/camcorder	978	9.7%	117
Printed digital photos in last 12 months	1,636	16.3%	117
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	3,628	36.2%	100
Have a smartphone	7,201	71.8%	107
Have a smartphone: Android phone (any brand)	2,961	29.5%	93
Have a smartphone: Apple iPhone	3,779	37.7%	123
Number of cell phones in household: 1	1,381	27.2%	85
Number of cell phones in household: 2	2,036	40.1%	106
Number of cell phones in household: 3+	1,519	29.9%	115
HH has cell phone only (no landline telephone)	1,933	38.0%	84
<b>Computers (Households)</b>			
HH owns a computer	4,249	83.6%	110
HH owns desktop computer	2,379	46.8%	110
HH owns laptop/notebook	3,166	62.3%	112
HH owns any Apple/Mac brand computer	1,028	20.2%	131
HH owns any PC/non-Apple brand computer	3,569	70.2%	106
HH purchased most recent computer in a store	2,095	41.2%	110
HH purchased most recent computer online	758	14.9%	114
Spent <\$500 on most recent home computer	712	14.0%	92
Spent \$500-\$999 on most recent home computer	1,037	20.4%	112
Spent \$1,000-\$1,499 on most recent home computer	559	11.0%	121
Spent \$1,500-\$1,999 on most recent home computer	287	5.6%	132
Spent \$2,000+ on most recent home computer	230	4.5%	127

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	5,249	52.3%	105
Bought brewed coffee at convenience store in last 30 days	1,555	15.5%	99
Bought cigarettes at convenience store in last 30 days	979	9.8%	80
Bought gas at convenience store in last 30 days	3,261	32.5%	96
Spent at convenience store in last 30 days: <\$20	909	9.1%	115
Spent at convenience store in last 30 days: \$20-\$39	966	9.6%	105
Spent at convenience store in last 30 days: \$40-\$50	756	7.5%	100
Spent at convenience store in last 30 days: \$51-\$99	424	4.2%	91
Spent at convenience store in last 30 days: \$100+	2,235	22.3%	95
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	6,426	64.0%	108
Went to live theater in last 12 months	1,622	16.2%	124
Went to a bar/night club in last 12 months	1,896	18.9%	112
Dined out in last 12 months	5,130	51.1%	113
Gambled at a casino in last 12 months	1,497	14.9%	108
Visited a theme park in last 12 months	2,044	20.4%	114
Viewed movie (video-on-demand) in last 30 days	2,334	23.3%	127
Viewed TV show (video-on-demand) in last 30 days	1,691	16.9%	128
Watched any pay-per-view TV in last 12 months	1,442	14.4%	116
Downloaded a movie over the Internet in last 30 days	947	9.4%	114
Downloaded any individual song in last 6 months	2,330	23.2%	110
Watched a movie online in the last 30 days	1,949	19.4%	103
Watched a TV program online in last 30 days	1,913	19.1%	112
Played a video/electronic game (console) in last 12 months	889	8.9%	89
Played a video/electronic game (portable) in last 12 months	410	4.1%	91
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,693	36.8%	120
Used ATM/cash machine in last 12 months	5,587	55.7%	112
Own any stock	919	9.2%	126
Own U.S. savings bond	570	5.7%	110
Own shares in mutual fund (stock)	929	9.3%	126
Own shares in mutual fund (bonds)	678	6.8%	134
Have interest checking account	3,163	31.5%	116
Have non-interest checking account	3,128	31.2%	106
Have savings account	6,076	60.6%	111
Have 401K retirement savings plan	1,775	17.7%	121
Own/used any credit/debit card in last 12 months	8,042	80.1%	106
Avg monthly credit card expenditures: <\$111	1,177	11.7%	98
Avg monthly credit card expenditures: \$111-\$225	725	7.2%	102
Avg monthly credit card expenditures: \$226-\$450	730	7.3%	110
Avg monthly credit card expenditures: \$451-\$700	617	6.1%	116
Avg monthly credit card expenditures: \$701-\$1,000	586	5.8%	126
Avg monthly credit card expenditures: \$1,001+	1,300	13.0%	140
Did banking online in last 12 months	4,336	43.2%	118
Did banking on mobile device in last 12 months	1,950	19.4%	112
Paid bills online in last 12 months	5,148	51.3%	115

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,571	70.3%	101
Used bread in last 6 months	4,791	94.3%	100
Used chicken (fresh or frozen) in last 6 months	3,582	70.5%	102
Used turkey (fresh or frozen) in last 6 months	823	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	2,824	55.6%	102
Used fresh fruit/vegetables in last 6 months	4,510	88.7%	102
Used fresh milk in last 6 months	4,507	88.7%	101
Used organic food in last 6 months	1,128	22.2%	108
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,069	30.6%	106
Exercise at club 2+ times per week	1,651	16.5%	123
Visited a doctor in last 12 months	7,930	79.0%	104
Used vitamin/dietary supplement in last 6 months	5,517	55.0%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,513	29.8%	110
Used housekeeper/maid/professional HH cleaning service in last 12	916	18.0%	135
Purchased low ticket HH furnishings in last 12 months	897	17.6%	108
Purchased big ticket HH furnishings in last 12 months	1,161	22.8%	107
Bought any small kitchen appliance in last 12 months	1,158	22.8%	103
Bought any large kitchen appliance in last 12 months	641	12.6%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	4,666	46.5%	107
Carry medical/hospital/accident insurance	7,412	73.9%	107
Carry homeowner insurance	5,401	53.8%	115
Carry renter's insurance	884	8.8%	101
Have auto insurance: 1 vehicle in household covered	1,472	29.0%	93
Have auto insurance: 2 vehicles in household covered	1,653	32.5%	114
Have auto insurance: 3+ vehicles in household covered	1,305	25.7%	118
<b>Pets (Households)</b>			
Household owns any pet	2,924	57.5%	106
Household owns any cat	1,168	23.0%	102
Household owns any dog	2,267	44.6%	108
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,090	40.8%	98
Usually buy items on credit rather than wait	1,245	12.4%	101
Usually buy based on quality - not price	1,846	18.4%	100
Price is usually more important than brand name	2,639	26.3%	99
Usually use coupons for brands I buy often	1,871	18.6%	103
Am interested in how to help the environment	1,690	16.8%	102
Usually pay more for environ safe product	1,474	14.7%	110
Usually value green products over convenience	1,013	10.1%	93
Likely to buy a brand that supports a charity	3,412	34.0%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,760	17.5%	124
Bought hardcover book in last 12 months	2,237	22.3%	109
Bought paperback book in last 12 month	3,187	31.8%	107
Read any daily newspaper (paper version)	2,502	24.9%	103
Read any digital newspaper in last 30 days	3,973	39.6%	116
Read any magazine (paper/electronic version) in last 6 months	9,215	91.8%	102

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**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.



# Retail Market Potential

6413 N State Highway 349, Midland, Texas, 79705  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.07218  
 Longitude: -102.08848

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	7,899	78.7%	105
Went to family restaurant/steak house: 4+ times a month	2,894	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	9,120	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,058	40.4%	103
Fast food/drive-in last 6 months: eat in	3,743	37.3%	102
Fast food/drive-in last 6 months: home delivery	692	6.9%	90
Fast food/drive-in last 6 months: take-out/drive-thru	4,815	48.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	2,018	20.1%	100
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	4,045	40.3%	120
Own any e-reader	1,068	10.6%	123
Own e-reader/tablet: iPad	2,701	26.9%	130
HH has Internet connectable TV	1,191	23.4%	117
Own any portable MP3 player	3,255	32.4%	116
HH owns 1 TV	983	19.3%	93
HH owns 2 TVs	1,335	26.3%	101
HH owns 3 TVs	1,124	22.1%	103
HH owns 4+ TVs	1,060	20.9%	114
HH subscribes to cable TV	2,482	48.8%	102
HH subscribes to fiber optic	603	11.9%	149
HH owns portable GPS navigation device	1,621	31.9%	118
HH purchased video game system in last 12 mos	384	7.6%	98
HH owns Internet video device for TV	641	12.6%	114
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,048	60.3%	119
Took 3+ domestic non-business trips in last 12 months	1,470	14.7%	131
Spent on domestic vacations in last 12 months: <\$1,000	1,092	10.9%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	742	7.4%	130
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	451	4.5%	122
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	508	5.1%	133
Spent on domestic vacations in last 12 months: \$3,000+	769	7.7%	134
Domestic travel in the 12 months: used general travel website	919	9.2%	131
Foreign travel in last 3 years	3,213	32.0%	132
Took 3+ foreign trips by plane in last 3 years	605	6.0%	137
Spent on foreign vacations in last 12 months: <\$1,000	583	5.8%	136
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	418	4.2%	120
Spent on foreign vacations in last 12 months: \$3,000+	790	7.9%	156
Foreign travel in last 3 years: used general travel website	830	8.3%	144
Nights spent in hotel/motel in last 12 months: any	5,055	50.4%	121
Took cruise of more than one day in last 3 years	1,083	10.8%	135
Member of any frequent flyer program	2,476	24.7%	151
Member of any hotel rewards program	1,993	19.9%	134

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# Retail Market Potential

6413 N State Highway 349, Midland, Texas, 79705  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.07218  
 Longitude: -102.08848

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		70,403	77,523
Population 18+		53,261	58,698
Households		27,345	30,050
Median Household Income		\$66,787	\$76,090

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	25,214	47.3%	99
Bought any women's clothing in last 12 months	23,502	44.1%	102
Bought clothing for child <13 years in last 6 months	14,235	26.7%	97
Bought any shoes in last 12 months	29,687	55.7%	104
Bought costume jewelry in last 12 months	10,844	20.4%	107
Bought any fine jewelry in last 12 months	10,067	18.9%	105
Bought a watch in last 12 months	8,071	15.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	24,184	88.4%	104
HH bought/leased new vehicle last 12 mo	2,909	10.6%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	47,068	88.4%	104
Bought/changed motor oil in last 12 months	26,586	49.9%	103
Had tune-up in last 12 months	16,035	30.1%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	35,250	66.2%	100
Drank regular cola in last 6 months	23,587	44.3%	100
Drank beer/ale in last 6 months	24,006	45.1%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	12,207	22.9%	108
Own digital SLR camera/camcorder	4,869	9.1%	110
Printed digital photos in last 12 months	7,913	14.9%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	19,320	36.3%	100
Have a smartphone	36,430	68.4%	102
Have a smartphone: Android phone (any brand)	16,913	31.8%	100
Have a smartphone: Apple iPhone	17,350	32.6%	106
Number of cell phones in household: 1	8,422	30.8%	96
Number of cell phones in household: 2	10,500	38.4%	102
Number of cell phones in household: 3+	7,172	26.2%	101
HH has cell phone only (no landline telephone)	12,600	46.1%	102
<b>Computers (Households)</b>			
HH owns a computer	21,055	77.0%	101
HH owns desktop computer	11,668	42.7%	100
HH owns laptop/notebook	15,478	56.6%	102
HH owns any Apple/Mac brand computer	4,718	17.3%	112
HH owns any PC/non-Apple brand computer	17,972	65.7%	99
HH purchased most recent computer in a store	10,304	37.7%	101
HH purchased most recent computer online	3,712	13.6%	104
Spent <\$500 on most recent home computer	3,824	14.0%	91
Spent \$500-\$999 on most recent home computer	4,965	18.2%	99
Spent \$1,000-\$1,499 on most recent home computer	2,708	9.9%	109
Spent \$1,500-\$1,999 on most recent home computer	1,386	5.1%	119
Spent \$2,000+ on most recent home computer	1,052	3.8%	108

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# Retail Market Potential

6413 N State Highway 349, Midland, Texas, 79705  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.07218  
 Longitude: -102.08848

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	26,414	49.6%	99
Bought brewed coffee at convenience store in last 30 days	8,230	15.5%	99
Bought cigarettes at convenience store in last 30 days	5,900	11.1%	91
Bought gas at convenience store in last 30 days	18,187	34.1%	101
Spent at convenience store in last 30 days: <\$20	4,480	8.4%	107
Spent at convenience store in last 30 days: \$20-\$39	4,939	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	3,827	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	2,564	4.8%	104
Spent at convenience store in last 30 days: \$100+	12,491	23.5%	100
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	32,242	60.5%	102
Went to live theater in last 12 months	7,654	14.4%	110
Went to a bar/night club in last 12 months	9,760	18.3%	109
Dined out in last 12 months	25,233	47.4%	105
Gambled at a casino in last 12 months	7,382	13.9%	100
Visited a theme park in last 12 months	9,952	18.7%	105
Viewed movie (video-on-demand) in last 30 days	10,506	19.7%	108
Viewed TV show (video-on-demand) in last 30 days	7,588	14.2%	108
Watched any pay-per-view TV in last 12 months	6,617	12.4%	100
Downloaded a movie over the Internet in last 30 days	4,712	8.8%	107
Downloaded any individual song in last 6 months	11,593	21.8%	103
Watched a movie online in the last 30 days	10,284	19.3%	103
Watched a TV program online in last 30 days	9,235	17.3%	102
Played a video/electronic game (console) in last 12 months	5,550	10.4%	105
Played a video/electronic game (portable) in last 12 months	2,493	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	16,673	31.3%	102
Used ATM/cash machine in last 12 months	27,597	51.8%	104
Own any stock	4,351	8.2%	113
Own U.S. savings bond	2,902	5.4%	106
Own shares in mutual fund (stock)	4,387	8.2%	112
Own shares in mutual fund (bonds)	3,056	5.7%	114
Have interest checking account	15,272	28.7%	106
Have non-interest checking account	16,252	30.5%	104
Have savings account	29,773	55.9%	102
Have 401K retirement savings plan	8,541	16.0%	109
Own/used any credit/debit card in last 12 months	40,642	76.3%	101
Avg monthly credit card expenditures: <\$111	5,944	11.2%	93
Avg monthly credit card expenditures: \$111-\$225	3,933	7.4%	104
Avg monthly credit card expenditures: \$226-\$450	3,746	7.0%	107
Avg monthly credit card expenditures: \$451-\$700	2,928	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	2,776	5.2%	113
Avg monthly credit card expenditures: \$1,001+	5,954	11.2%	121
Did banking online in last 12 months	20,755	39.0%	107
Did banking on mobile device in last 12 months	9,940	18.7%	108
Paid bills online in last 12 months	25,019	47.0%	105

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# Retail Market Potential

6413 N State Highway 349, Midland, Texas, 79705  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.07218  
 Longitude: -102.08848

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	19,088	69.8%	100
Used bread in last 6 months	25,724	94.1%	100
Used chicken (fresh or frozen) in last 6 months	18,901	69.1%	100
Used turkey (fresh or frozen) in last 6 months	4,218	15.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	15,229	55.7%	102
Used fresh fruit/vegetables in last 6 months	23,820	87.1%	101
Used fresh milk in last 6 months	24,061	88.0%	101
Used organic food in last 6 months	6,138	22.4%	109
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,055	30.1%	104
Exercise at club 2+ times per week	7,692	14.4%	108
Visited a doctor in last 12 months	40,040	75.2%	99
Used vitamin/dietary supplement in last 6 months	28,694	53.9%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	7,719	28.2%	104
Used housekeeper/maid/professional HH cleaning service in last 12	4,284	15.7%	117
Purchased low ticket HH furnishings in last 12 months	4,938	18.1%	111
Purchased big ticket HH furnishings in last 12 months	6,217	22.7%	106
Bought any small kitchen appliance in last 12 months	6,187	22.6%	102
Bought any large kitchen appliance in last 12 months	3,457	12.6%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	23,364	43.9%	101
Carry medical/hospital/accident insurance	36,900	69.3%	100
Carry homeowner insurance	25,544	48.0%	102
Carry renter's insurance	4,761	8.9%	102
Have auto insurance: 1 vehicle in household covered	8,758	32.0%	103
Have auto insurance: 2 vehicles in household covered	8,461	30.9%	108
Have auto insurance: 3+ vehicles in household covered	5,744	21.0%	97
<b>Pets (Households)</b>			
Household owns any pet	14,575	53.3%	98
Household owns any cat	5,821	21.3%	94
Household owns any dog	11,116	40.7%	98
<b>Psychographics (Adults)</b>			
Buying American is important to me	21,731	40.8%	98
Usually buy items on credit rather than wait	6,826	12.8%	105
Usually buy based on quality - not price	9,878	18.5%	101
Price is usually more important than brand name	13,984	26.3%	99
Usually use coupons for brands I buy often	10,297	19.3%	106
Am interested in how to help the environment	9,589	18.0%	109
Usually pay more for environ safe product	7,416	13.9%	104
Usually value green products over convenience	5,863	11.0%	102
Likely to buy a brand that supports a charity	18,183	34.1%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	8,001	15.0%	106
Bought hardcover book in last 12 months	11,259	21.1%	103
Bought paperback book in last 12 month	16,314	30.6%	103
Read any daily newspaper (paper version)	12,752	23.9%	99
Read any digital newspaper in last 30 days	19,181	36.0%	106
Read any magazine (paper/electronic version) in last 6 months	48,035	90.2%	100

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# Retail Market Potential

6413 N State Highway 349, Midland, Texas, 79705  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.07218  
 Longitude: -102.08848

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	40,070	75.2%	101
Went to family restaurant/steak house: 4+ times a month	15,021	28.2%	103
Went to fast food/drive-in restaurant in last 6 months	48,211	90.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	21,196	39.8%	101
Fast food/drive-in last 6 months: eat in	20,093	37.7%	103
Fast food/drive-in last 6 months: home delivery	4,069	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	25,130	47.2%	103
Fast food/drive-in last 6 months: take-out/walk-in	10,625	19.9%	99
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	19,211	36.1%	107
Own any e-reader	5,126	9.6%	111
Own e-reader/tablet: iPad	12,224	23.0%	111
HH has Internet connectable TV	5,858	21.4%	107
Own any portable MP3 player	16,122	30.3%	108
HH owns 1 TV	5,671	20.7%	100
HH owns 2 TVs	7,298	26.7%	103
HH owns 3 TVs	5,988	21.9%	102
HH owns 4+ TVs	4,933	18.0%	99
HH subscribes to cable TV	13,957	51.0%	107
HH subscribes to fiber optic	2,665	9.7%	122
HH owns portable GPS navigation device	7,841	28.7%	106
HH purchased video game system in last 12 mos	1,828	6.7%	87
HH owns Internet video device for TV	3,352	12.3%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	28,919	54.3%	107
Took 3+ domestic non-business trips in last 12 months	6,723	12.6%	113
Spent on domestic vacations in last 12 months: <\$1,000	5,887	11.1%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,591	6.7%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,157	4.0%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,231	4.2%	110
Spent on domestic vacations in last 12 months: \$3,000+	3,540	6.6%	116
Domestic travel in the 12 months: used general travel website	4,377	8.2%	117
Foreign travel in last 3 years	13,957	26.2%	108
Took 3+ foreign trips by plane in last 3 years	2,707	5.1%	116
Spent on foreign vacations in last 12 months: <\$1,000	2,480	4.7%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,958	3.7%	105
Spent on foreign vacations in last 12 months: \$3,000+	3,189	6.0%	119
Foreign travel in last 3 years: used general travel website	3,591	6.7%	117
Nights spent in hotel/motel in last 12 months: any	23,612	44.3%	107
Took cruise of more than one day in last 3 years	4,734	8.9%	111
Member of any frequent flyer program	10,263	19.3%	118
Member of any hotel rewards program	8,975	16.9%	113

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