



# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01029  
 Longitude: -102.16810

Demographic Summary	2018	2023
Population	7,529	8,635
Population 18+	5,709	6,625
Households	2,863	3,285
Median Household Income	\$103,573	\$108,892

  

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	2,880	50.4%	107
Bought any women's clothing in last 12 months	2,619	45.9%	106
Bought clothing for child <13 years in last 6 months	1,446	25.3%	94
Bought any shoes in last 12 months	3,460	60.6%	113
Bought costume jewelry in last 12 months	1,250	21.9%	120
Bought any fine jewelry in last 12 months	1,060	18.6%	104
Bought a watch in last 12 months	1,064	18.6%	118
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,593	90.6%	106
HH bought/leased new vehicle last 12 mo	379	13.2%	137
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,119	89.7%	105
Bought/changed motor oil in last 12 months	2,554	44.7%	94
Had tune-up in last 12 months	1,590	27.9%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,150	72.7%	104
Drank regular cola in last 6 months	2,099	36.8%	83
Drank beer/ale in last 6 months	2,699	47.3%	112
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	871	15.3%	131
Own digital SLR camera/camcorder	571	10.0%	128
Printed digital photos in last 12 months	1,727	30.3%	130
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,106	36.9%	102
Have a smartphone	4,871	85.3%	107
Have a smartphone: Android phone (any brand)	1,683	29.5%	76
Have a smartphone: Apple iPhone	3,101	54.3%	142
Number of cell phones in household: 1	778	27.2%	88
Number of cell phones in household: 2	1,032	36.0%	94
Number of cell phones in household: 3+	988	34.5%	125
HH has cell phone only (no landline telephone)	1,206	42.1%	80
<b>Computers (Households)</b>			
HH owns a computer	2,369	82.7%	111
HH owns desktop computer	1,230	43.0%	112
HH owns laptop/notebook	1,883	65.8%	116
HH owns any Apple/Mac brand computer	727	25.4%	143
HH owns any PC/non-Apple brand computer	1,922	67.1%	107
HH purchased most recent computer in a store	1,162	40.6%	110
HH purchased most recent computer online	515	18.0%	134
Spent <\$500 on most recent home computer	394	13.8%	91
Spent \$500-\$999 on most recent home computer	527	18.4%	105
Spent \$1,000-\$1,499 on most recent home computer	343	12.0%	126
Spent \$1,500-\$1,999 on most recent home computer	224	7.8%	169
Spent \$2,000+ on most recent home computer	167	5.8%	144

**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 2018 and 2023.



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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	3,613	63.3%	101
Bought brewed coffee at convenience store in last 30 days	700	12.3%	91
Bought cigarettes at convenience store in last 30 days	372	6.5%	60
Bought gas at convenience store in last 30 days	2,089	36.6%	99
Spent at convenience store in last 30 days: <\$20	528	9.2%	128
Spent at convenience store in last 30 days: \$20-\$39	575	10.1%	105
Spent at convenience store in last 30 days: \$40-\$50	475	8.3%	100
Spent at convenience store in last 30 days: \$51-\$99	275	4.8%	86
Spent at convenience store in last 30 days: \$100+	1,113	19.5%	88
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,847	67.4%	113
Went to live theater in last 12 months	921	16.1%	139
Went to a bar/night club in last 12 months	1,085	19.0%	109
Dined out in last 12 months	3,464	60.7%	119
Gambled at a casino in last 12 months	783	13.7%	106
Visited a theme park in last 12 months	1,272	22.3%	118
Viewed movie (video-on-demand) in last 30 days	1,465	25.7%	141
Viewed TV show (video-on-demand) in last 30 days	1,145	20.1%	144
Watched any pay-per-view TV in last 12 months	786	13.8%	125
Downloaded a movie over the Internet in last 30 days	569	10.0%	110
Downloaded any individual song in last 6 months	1,283	22.5%	111
Watched a movie online in the last 30 days	1,489	26.1%	109
Watched a TV program online in last 30 days	1,230	21.5%	120
Played a video/electronic game (console) in last 12 months	507	8.9%	97
Played a video/electronic game (portable) in last 12 months	323	5.7%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,410	42.2%	133
Used ATM/cash machine in last 12 months	3,482	61.0%	114
Own any stock	708	12.4%	171
Own U.S. savings bond	466	8.2%	169
Own shares in mutual fund (stock)	733	12.8%	186
Own shares in mutual fund (bonds)	452	7.9%	166
Have interest checking account	2,232	39.1%	133
Have non-interest checking account	1,702	29.8%	101
Have savings account	3,810	66.7%	114
Have 401K retirement savings plan	1,239	21.7%	140
Own/used any credit/debit card in last 12 months	4,941	86.5%	109
Avg monthly credit card expenditures: <\$111	585	10.2%	85
Avg monthly credit card expenditures: \$111-\$225	390	6.8%	95
Avg monthly credit card expenditures: \$226-\$450	475	8.3%	123
Avg monthly credit card expenditures: \$451-\$700	434	7.6%	122
Avg monthly credit card expenditures: \$701-\$1,000	459	8.0%	138
Avg monthly credit card expenditures: \$1,001+	1,161	20.3%	186
Did banking online in last 12 months	2,870	50.3%	128
Did banking on mobile device in last 12 months	1,589	27.8%	118
Paid bills online in last 12 months	3,322	58.2%	118

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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	1,998	69.8%	102
Used bread in last 6 months	2,676	93.5%	100
Used chicken (fresh or frozen) in last 6 months	2,007	70.1%	102
Used turkey (fresh or frozen) in last 6 months	469	16.4%	107
Used fish/seafood (fresh or frozen) in last 6 months	1,629	56.9%	104
Used fresh fruit/vegetables in last 6 months	2,530	88.4%	101
Used fresh milk in last 6 months	2,440	85.2%	99
Used organic food in last 6 months	822	28.7%	121
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,047	35.9%	128
Exercise at club 2+ times per week	1,166	20.4%	142
Visited a doctor in last 12 months	4,661	81.6%	106
Used vitamin/dietary supplement in last 6 months	3,212	56.3%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	918	32.1%	115
Used housekeeper/maid/professional HH cleaning service in last 12	590	20.6%	147
Purchased low ticket HH furnishings in last 12 months	555	19.4%	116
Purchased big ticket HH furnishings in last 12 months	741	25.9%	118
Bought any small kitchen appliance in last 12 months	705	24.6%	110
Bought any large kitchen appliance in last 12 months	433	15.1%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,981	52.2%	117
Carry medical/hospital/accident insurance	4,628	81.1%	108
Carry homeowner insurance	3,260	57.1%	121
Carry renter's insurance	575	10.1%	117
Have auto insurance: 1 vehicle in household covered	777	27.1%	89
Have auto insurance: 2 vehicles in household covered	883	30.8%	107
Have auto insurance: 3+ vehicles in household covered	845	29.5%	129
<b>Pets (Households)</b>			
Household owns any pet	1,505	52.6%	97
Household owns any cat	561	19.6%	85
Household owns any dog	1,166	40.7%	98
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,220	38.9%	96
Usually buy items on credit rather than wait	863	15.1%	115
Usually buy based on quality - not price	1,228	21.5%	111
Price is usually more important than brand name	1,498	26.2%	94
Usually use coupons for brands I buy often	1,017	17.8%	99
Am interested in how to help the environment	994	17.4%	95
Usually pay more for environ safe product	803	14.1%	99
Usually value green products over convenience	604	10.6%	93
Likely to buy a brand that supports a charity	2,014	35.3%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,121	19.6%	147
Bought hardcover book in last 12 months	1,445	25.3%	127
Bought paperback book in last 12 month	1,882	33.0%	114
Read any daily newspaper (paper version)	1,221	21.4%	104
Read any digital newspaper in last 30 days	2,575	45.1%	120
Read any magazine (paper/electronic version) in last 6 months	5,324	93.3%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,637	81.2%	108
Went to family restaurant/steak house: 4+ times a month	1,820	31.9%	119
Went to fast food/drive-in restaurant in last 6 months	5,256	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,250	39.4%	99
Fast food/drive-in last 6 months: eat in	2,249	39.4%	107
Fast food/drive-in last 6 months: home delivery	447	7.8%	93
Fast food/drive-in last 6 months: take-out/drive-thru	2,765	48.4%	103
Fast food/drive-in last 6 months: take-out/walk-in	1,261	22.1%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	3,221	56.4%	123
Own any e-reader	596	10.4%	141
Own e-reader/tablet: iPad	2,241	39.3%	147
HH has Internet connectable TV	901	31.5%	122
Own any portable MP3 player	1,489	26.1%	121
HH owns 1 TV	549	19.2%	92
HH owns 2 TVs	715	25.0%	93
HH owns 3 TVs	650	22.7%	108
HH owns 4+ TVs	629	22.0%	123
HH subscribes to cable TV	1,557	54.4%	122
HH subscribes to fiber optic	357	12.5%	157
HH owns portable GPS navigation device	827	28.9%	116
HH purchased video game system in last 12 mos	270	9.4%	111
HH owns any Internet video device for TV	777	27.1%	133
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,818	66.9%	128
Took 3+ domestic non-business trips in last 12 months	1,074	18.8%	158
Spent on domestic vacations in last 12 months: <\$1,000	648	11.4%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	433	7.6%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	280	4.9%	124
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	378	6.6%	173
Spent on domestic vacations in last 12 months: \$3,000+	714	12.5%	199
Domestic travel in the 12 months: used general travel website	603	10.6%	153
Foreign travel in last 3 years	2,223	38.9%	147
Took 3+ foreign trips by plane in last 3 years	501	8.8%	183
Spent on foreign vacations in last 12 months: <\$1,000	346	6.1%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	263	4.6%	122
Spent on foreign vacations in last 12 months: \$3,000+	616	10.8%	182
Foreign travel in last 3 years: used general travel website	508	8.9%	148
Nights spent in hotel/motel in last 12 months: any	3,258	57.1%	131
Took cruise of more than one day in last 3 years	749	13.1%	153
Member of any frequent flyer program	1,756	30.8%	177
Member of any hotel rewards program	1,611	28.2%	168

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# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
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Demographic Summary	2018	2023
Population	53,403	57,610
Population 18+	40,311	43,459
Households	21,439	23,116
Median Household Income	\$71,986	\$79,259

  

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	19,352	48.0%	102
Bought any women's clothing in last 12 months	18,220	45.2%	104
Bought clothing for child <13 years in last 6 months	11,056	27.4%	102
Bought any shoes in last 12 months	23,021	57.1%	107
Bought costume jewelry in last 12 months	7,827	19.4%	107
Bought any fine jewelry in last 12 months	7,275	18.0%	101
Bought a watch in last 12 months	6,698	16.6%	105
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	19,332	90.2%	105
HH bought/leased new vehicle last 12 mo	2,389	11.1%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	36,021	89.4%	105
Bought/changed motor oil in last 12 months	18,848	46.8%	98
Had tune-up in last 12 months	11,196	27.8%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	28,142	69.8%	100
Drank regular cola in last 6 months	16,271	40.4%	91
Drank beer/ale in last 6 months	17,939	44.5%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	5,587	13.9%	119
Own digital SLR camera/camcorder	3,561	8.8%	113
Printed digital photos in last 12 months	10,750	26.7%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	14,704	36.5%	101
Have a smartphone	34,474	85.5%	107
Have a smartphone: Android phone (any brand)	15,380	38.2%	98
Have a smartphone: Apple iPhone	18,099	44.9%	117
Number of cell phones in household: 1	6,279	29.3%	95
Number of cell phones in household: 2	8,614	40.2%	105
Number of cell phones in household: 3+	6,079	28.4%	103
HH has cell phone only (no landline telephone)	11,963	55.8%	106
<b>Computers (Households)</b>			
HH owns a computer	17,275	80.6%	108
HH owns desktop computer	8,604	40.1%	105
HH owns laptop/notebook	13,415	62.6%	111
HH owns any Apple/Mac brand computer	4,358	20.3%	115
HH owns any PC/non-Apple brand computer	14,535	67.8%	108
HH purchased most recent computer in a store	8,529	39.8%	108
HH purchased most recent computer online	3,465	16.2%	120
Spent <\$500 on most recent home computer	3,204	14.9%	98
Spent \$500-\$999 on most recent home computer	4,167	19.4%	110
Spent \$1,000-\$1,499 on most recent home computer	2,312	10.8%	113
Spent \$1,500-\$1,999 on most recent home computer	1,294	6.0%	131
Spent \$2,000+ on most recent home computer	1,019	4.8%	117

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	25,905	64.3%	103
Bought brewed coffee at convenience store in last 30 days	5,238	13.0%	96
Bought cigarettes at convenience store in last 30 days	3,910	9.7%	89
Bought gas at convenience store in last 30 days	15,085	37.4%	102
Spent at convenience store in last 30 days: <\$20	3,104	7.7%	107
Spent at convenience store in last 30 days: \$20-\$39	4,031	10.0%	105
Spent at convenience store in last 30 days: \$40-\$50	3,370	8.4%	101
Spent at convenience store in last 30 days: \$51-\$99	2,572	6.4%	114
Spent at convenience store in last 30 days: \$100+	8,363	20.7%	93
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	26,037	64.6%	109
Went to live theater in last 12 months	5,410	13.4%	116
Went to a bar/night club in last 12 months	7,565	18.8%	107
Dined out in last 12 months	22,793	56.5%	111
Gambled at a casino in last 12 months	5,226	13.0%	100
Visited a theme park in last 12 months	8,083	20.1%	106
Viewed movie (video-on-demand) in last 30 days	8,632	21.4%	118
Viewed TV show (video-on-demand) in last 30 days	6,675	16.6%	119
Watched any pay-per-view TV in last 12 months	4,942	12.3%	112
Downloaded a movie over the Internet in last 30 days	3,965	9.8%	108
Downloaded any individual song in last 6 months	9,253	23.0%	114
Watched a movie online in the last 30 days	11,333	28.1%	117
Watched a TV program online in last 30 days	8,517	21.1%	118
Played a video/electronic game (console) in last 12 months	4,035	10.0%	110
Played a video/electronic game (portable) in last 12 months	2,349	5.8%	112
<b>Financial (Adults)</b>			
Have home mortgage (1st)	15,325	38.0%	120
Used ATM/cash machine in last 12 months	23,310	57.8%	108
Own any stock	3,533	8.8%	121
Own U.S. savings bond	2,385	5.9%	123
Own shares in mutual fund (stock)	3,503	8.7%	126
Own shares in mutual fund (bonds)	2,392	5.9%	124
Have interest checking account	13,470	33.4%	113
Have non-interest checking account	12,388	30.7%	104
Have savings account	25,573	63.4%	109
Have 401K retirement savings plan	7,355	18.2%	118
Own/used any credit/debit card in last 12 months	33,975	84.3%	106
Avg monthly credit card expenditures: <\$111	4,969	12.3%	102
Avg monthly credit card expenditures: \$111-\$225	2,741	6.8%	95
Avg monthly credit card expenditures: \$226-\$450	2,986	7.4%	110
Avg monthly credit card expenditures: \$451-\$700	2,904	7.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	2,732	6.8%	116
Avg monthly credit card expenditures: \$1,001+	5,386	13.4%	122
Did banking online in last 12 months	18,975	47.1%	120
Did banking on mobile device in last 12 months	11,572	28.7%	122
Paid bills online in last 12 months	22,961	57.0%	116

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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	14,628	68.2%	99
Used bread in last 6 months	19,985	93.2%	100
Used chicken (fresh or frozen) in last 6 months	14,679	68.5%	99
Used turkey (fresh or frozen) in last 6 months	3,176	14.8%	97
Used fish/seafood (fresh or frozen) in last 6 months	11,799	55.0%	101
Used fresh fruit/vegetables in last 6 months	18,645	87.0%	100
Used fresh milk in last 6 months	18,366	85.7%	100
Used organic food in last 6 months	5,617	26.2%	111
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	13,184	32.7%	117
Exercise at club 2+ times per week	7,045	17.5%	121
Visited a doctor in last 12 months	31,482	78.1%	102
Used vitamin/dietary supplement in last 6 months	22,112	54.9%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,011	28.0%	101
Used housekeeper/maid/professional HH cleaning service in last 12	3,053	14.2%	102
Purchased low ticket HH furnishings in last 12 months	3,868	18.0%	108
Purchased big ticket HH furnishings in last 12 months	5,324	24.8%	113
Bought any small kitchen appliance in last 12 months	4,977	23.2%	104
Bought any large kitchen appliance in last 12 months	3,144	14.7%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	19,640	48.7%	110
Carry medical/hospital/accident insurance	31,370	77.8%	104
Carry homeowner insurance	20,513	50.9%	108
Carry renter's insurance	4,512	11.2%	130
Have auto insurance: 1 vehicle in household covered	6,851	32.0%	104
Have auto insurance: 2 vehicles in household covered	6,607	30.8%	107
Have auto insurance: 3+ vehicles in household covered	5,094	23.8%	104
<b>Pets (Households)</b>			
Household owns any pet	11,486	53.6%	98
Household owns any cat	4,627	21.6%	94
Household owns any dog	8,682	40.5%	97
<b>Psychographics (Adults)</b>			
Buying American is important to me	15,545	38.6%	95
Usually buy items on credit rather than wait	5,751	14.3%	109
Usually buy based on quality - not price	7,635	18.9%	98
Price is usually more important than brand name	11,483	28.5%	102
Usually use coupons for brands I buy often	6,702	16.6%	93
Am interested in how to help the environment	7,363	18.3%	100
Usually pay more for environ safe product	5,569	13.8%	97
Usually value green products over convenience	4,393	10.9%	96
Likely to buy a brand that supports a charity	14,138	35.1%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	6,669	16.5%	124
Bought hardcover book in last 12 months	9,099	22.6%	114
Bought paperback book in last 12 month	12,730	31.6%	109
Read any daily newspaper (paper version)	8,069	20.0%	97
Read any digital newspaper in last 30 days	17,024	42.2%	112
Read any magazine (paper/electronic version) in last 6 months	37,219	92.3%	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 2018 and 2023.



# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01029  
 Longitude: -102.16810

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	31,838	79.0%	105
Went to family restaurant/steak house: 4+ times a month	11,810	29.3%	109
Went to fast food/drive-in restaurant in last 6 months	36,842	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	16,171	40.1%	101
Fast food/drive-in last 6 months: eat in	15,047	37.3%	102
Fast food/drive-in last 6 months: home delivery	3,477	8.6%	103
Fast food/drive-in last 6 months: take-out/drive-thru	20,008	49.6%	105
Fast food/drive-in last 6 months: take-out/walk-in	8,955	22.2%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	21,017	52.1%	114
Own any e-reader	3,651	9.1%	122
Own e-reader/tablet: iPad	12,907	32.0%	120
HH has Internet connectable TV	6,025	28.1%	109
Own any portable MP3 player	9,639	23.9%	111
HH owns 1 TV	4,565	21.3%	102
HH owns 2 TVs	5,999	28.0%	104
HH owns 3 TVs	4,464	20.8%	99
HH owns 4+ TVs	3,690	17.2%	97
HH subscribes to cable TV	10,777	50.3%	113
HH subscribes to fiber optic	1,945	9.1%	114
HH owns portable GPS navigation device	5,503	25.7%	103
HH purchased video game system in last 12 mos	1,742	8.1%	95
HH owns any Internet video device for TV	5,106	23.8%	117
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	23,917	59.3%	114
Took 3+ domestic non-business trips in last 12 months	5,794	14.4%	121
Spent on domestic vacations in last 12 months: <\$1,000	4,651	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,935	7.3%	121
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,994	4.9%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,789	4.4%	116
Spent on domestic vacations in last 12 months: \$3,000+	2,858	7.1%	113
Domestic travel in the 12 months: used general travel website	3,263	8.1%	117
Foreign travel in last 3 years	12,155	30.2%	114
Took 3+ foreign trips by plane in last 3 years	2,204	5.5%	114
Spent on foreign vacations in last 12 months: <\$1,000	2,095	5.2%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,788	4.4%	118
Spent on foreign vacations in last 12 months: \$3,000+	2,777	6.9%	116
Foreign travel in last 3 years: used general travel website	2,896	7.2%	119
Nights spent in hotel/motel in last 12 months: any	20,362	50.5%	116
Took cruise of more than one day in last 3 years	3,813	9.5%	110
Member of any frequent flyer program	9,150	22.7%	130
Member of any hotel rewards program	8,504	21.1%	126

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# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01029  
 Longitude: -102.16810

Demographic Summary	2018	2023
Population	105,483	113,912
Population 18+	79,122	85,359
Households	41,436	44,749
Median Household Income	\$69,446	\$77,477

  

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	37,796	47.8%	101
Bought any women's clothing in last 12 months	35,391	44.7%	103
Bought clothing for child <13 years in last 6 months	21,951	27.7%	103
Bought any shoes in last 12 months	44,538	56.3%	105
Bought costume jewelry in last 12 months	14,976	18.9%	104
Bought any fine jewelry in last 12 months	14,454	18.3%	102
Bought a watch in last 12 months	12,970	16.4%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	37,094	89.5%	104
HH bought/leased new vehicle last 12 mo	4,493	10.8%	112
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	70,453	89.0%	104
Bought/changed motor oil in last 12 months	37,723	47.7%	100
Had tune-up in last 12 months	21,557	27.2%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	55,277	69.9%	100
Drank regular cola in last 6 months	33,247	42.0%	95
Drank beer/ale in last 6 months	34,340	43.4%	103
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	10,053	12.7%	109
Own digital SLR camera/camcorder	6,404	8.1%	104
Printed digital photos in last 12 months	19,644	24.8%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	28,836	36.4%	101
Have a smartphone	65,927	83.3%	104
Have a smartphone: Android phone (any brand)	31,047	39.2%	101
Have a smartphone: Apple iPhone	33,023	41.7%	109
Number of cell phones in household: 1	12,258	29.6%	96
Number of cell phones in household: 2	16,185	39.1%	102
Number of cell phones in household: 3+	11,936	28.8%	104
HH has cell phone only (no landline telephone)	22,352	53.9%	103
<b>Computers (Households)</b>			
HH owns a computer	31,972	77.2%	104
HH owns desktop computer	16,217	39.1%	102
HH owns laptop/notebook	24,563	59.3%	105
HH owns any Apple/Mac brand computer	7,938	19.2%	108
HH owns any PC/non-Apple brand computer	26,892	64.9%	103
HH purchased most recent computer in a store	15,828	38.2%	103
HH purchased most recent computer online	6,064	14.6%	109
Spent <\$500 on most recent home computer	6,023	14.5%	96
Spent \$500-\$999 on most recent home computer	7,672	18.5%	105
Spent \$1,000-\$1,499 on most recent home computer	4,178	10.1%	106
Spent \$1,500-\$1,999 on most recent home computer	2,335	5.6%	122
Spent \$2,000+ on most recent home computer	1,861	4.5%	111

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# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01029  
 Longitude: -102.16810

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	50,064	63.3%	101
Bought brewed coffee at convenience store in last 30 days	10,445	13.2%	98
Bought cigarettes at convenience store in last 30 days	8,159	10.3%	94
Bought gas at convenience store in last 30 days	29,482	37.3%	101
Spent at convenience store in last 30 days: <\$20	5,894	7.4%	103
Spent at convenience store in last 30 days: \$20-\$39	7,741	9.8%	102
Spent at convenience store in last 30 days: \$40-\$50	6,476	8.2%	99
Spent at convenience store in last 30 days: \$51-\$99	4,679	5.9%	106
Spent at convenience store in last 30 days: \$100+	17,213	21.8%	98
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	49,733	62.9%	106
Went to live theater in last 12 months	10,270	13.0%	112
Went to a bar/night club in last 12 months	13,980	17.7%	101
Dined out in last 12 months	42,792	54.1%	106
Gambled at a casino in last 12 months	10,284	13.0%	100
Visited a theme park in last 12 months	15,130	19.1%	101
Viewed movie (video-on-demand) in last 30 days	16,227	20.5%	113
Viewed TV show (video-on-demand) in last 30 days	12,306	15.6%	111
Watched any pay-per-view TV in last 12 months	9,027	11.4%	104
Downloaded a movie over the Internet in last 30 days	7,334	9.3%	102
Downloaded any individual song in last 6 months	17,049	21.5%	107
Watched a movie online in the last 30 days	20,564	26.0%	109
Watched a TV program online in last 30 days	15,271	19.3%	107
Played a video/electronic game (console) in last 12 months	7,440	9.4%	103
Played a video/electronic game (portable) in last 12 months	4,406	5.6%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	27,425	34.7%	110
Used ATM/cash machine in last 12 months	44,318	56.0%	105
Own any stock	6,660	8.4%	116
Own U.S. savings bond	4,454	5.6%	117
Own shares in mutual fund (stock)	6,595	8.3%	121
Own shares in mutual fund (bonds)	4,505	5.7%	119
Have interest checking account	24,889	31.5%	107
Have non-interest checking account	23,750	30.0%	102
Have savings account	48,191	60.9%	104
Have 401K retirement savings plan	13,312	16.8%	109
Own/used any credit/debit card in last 12 months	64,883	82.0%	103
Avg monthly credit card expenditures: <\$111	9,455	11.9%	99
Avg monthly credit card expenditures: \$111-\$225	5,416	6.8%	95
Avg monthly credit card expenditures: \$226-\$450	5,493	6.9%	103
Avg monthly credit card expenditures: \$451-\$700	5,151	6.5%	105
Avg monthly credit card expenditures: \$701-\$1,000	5,116	6.5%	111
Avg monthly credit card expenditures: \$1,001+	9,762	12.3%	113
Did banking online in last 12 months	34,317	43.4%	110
Did banking on mobile device in last 12 months	20,445	25.8%	110
Paid bills online in last 12 months	42,046	53.1%	108

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# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01029  
 Longitude: -102.16810

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	28,389	68.5%	100
Used bread in last 6 months	38,670	93.3%	100
Used chicken (fresh or frozen) in last 6 months	28,451	68.7%	100
Used turkey (fresh or frozen) in last 6 months	6,168	14.9%	97
Used fish/seafood (fresh or frozen) in last 6 months	22,854	55.2%	101
Used fresh fruit/vegetables in last 6 months	36,111	87.1%	100
Used fresh milk in last 6 months	35,476	85.6%	99
Used organic food in last 6 months	10,457	25.2%	107
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	24,856	31.4%	112
Exercise at club 2+ times per week	12,901	16.3%	113
Visited a doctor in last 12 months	61,268	77.4%	101
Used vitamin/dietary supplement in last 6 months	42,943	54.3%	100
<b>Home (Households)</b>			
Any home improvement in last 12 months	11,935	28.8%	103
Used housekeeper/maid/professional HH cleaning service in last 12	6,003	14.5%	104
Purchased low ticket HH furnishings in last 12 months	7,334	17.7%	106
Purchased big ticket HH furnishings in last 12 months	9,700	23.4%	107
Bought any small kitchen appliance in last 12 months	9,339	22.5%	101
Bought any large kitchen appliance in last 12 months	5,938	14.3%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	36,821	46.5%	105
Carry medical/hospital/accident insurance	60,040	75.9%	102
Carry homeowner insurance	39,007	49.3%	104
Carry renter's insurance	7,815	9.9%	115
Have auto insurance: 1 vehicle in household covered	13,036	31.5%	103
Have auto insurance: 2 vehicles in household covered	12,728	30.7%	107
Have auto insurance: 3+ vehicles in household covered	9,613	23.2%	102
<b>Pets (Households)</b>			
Household owns any pet	22,583	54.5%	100
Household owns any cat	8,860	21.4%	93
Household owns any dog	17,288	41.7%	100
<b>Psychographics (Adults)</b>			
Buying American is important to me	30,936	39.1%	96
Usually buy items on credit rather than wait	10,911	13.8%	105
Usually buy based on quality - not price	15,215	19.2%	99
Price is usually more important than brand name	21,785	27.5%	99
Usually use coupons for brands I buy often	13,718	17.3%	97
Am interested in how to help the environment	14,366	18.2%	99
Usually pay more for environ safe product	11,390	14.4%	101
Usually value green products over convenience	9,217	11.6%	103
Likely to buy a brand that supports a charity	27,923	35.3%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	11,980	15.1%	114
Bought hardcover book in last 12 months	16,631	21.0%	106
Bought paperback book in last 12 month	23,822	30.1%	104
Read any daily newspaper (paper version)	16,350	20.7%	100
Read any digital newspaper in last 30 days	31,257	39.5%	105
Read any magazine (paper/electronic version) in last 6 months	71,861	90.8%	100

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# Retail Market Potential

6101 W Wadley Ave, Midland, Texas, 79707  
 Ring: 5 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01029  
 Longitude: -102.16810

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	61,402	77.6%	103
Went to family restaurant/steak house: 4+ times a month	22,969	29.0%	108
Went to fast food/drive-in restaurant in last 6 months	72,008	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	31,563	39.9%	101
Fast food/drive-in last 6 months: eat in	29,235	36.9%	101
Fast food/drive-in last 6 months: home delivery	6,800	8.6%	102
Fast food/drive-in last 6 months: take-out/drive-thru	38,536	48.7%	103
Fast food/drive-in last 6 months: take-out/walk-in	16,942	21.4%	102
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	38,761	49.0%	107
Own any e-reader	6,598	8.3%	112
Own e-reader/tablet: iPad	23,097	29.2%	110
HH has Internet connectable TV	11,503	27.8%	107
Own any portable MP3 player	18,260	23.1%	107
HH owns 1 TV	8,818	21.3%	102
HH owns 2 TVs	11,222	27.1%	100
HH owns 3 TVs	8,722	21.0%	100
HH owns 4+ TVs	7,353	17.7%	100
HH subscribes to cable TV	20,386	49.2%	110
HH subscribes to fiber optic	3,611	8.7%	110
HH owns portable GPS navigation device	10,448	25.2%	101
HH purchased video game system in last 12 mos	3,463	8.4%	98
HH owns any Internet video device for TV	9,277	22.4%	110
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	44,414	56.1%	108
Took 3+ domestic non-business trips in last 12 months	10,647	13.5%	113
Spent on domestic vacations in last 12 months: <\$1,000	8,601	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,119	6.5%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,395	4.3%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,398	4.3%	113
Spent on domestic vacations in last 12 months: \$3,000+	5,733	7.2%	115
Domestic travel in the 12 months: used general travel website	5,969	7.5%	109
Foreign travel in last 3 years	22,426	28.3%	107
Took 3+ foreign trips by plane in last 3 years	4,209	5.3%	111
Spent on foreign vacations in last 12 months: <\$1,000	3,974	5.0%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,225	4.1%	108
Spent on foreign vacations in last 12 months: \$3,000+	5,120	6.5%	109
Foreign travel in last 3 years: used general travel website	5,247	6.6%	110
Nights spent in hotel/motel in last 12 months: any	37,448	47.3%	108
Took cruise of more than one day in last 3 years	6,971	8.8%	103
Member of any frequent flyer program	16,323	20.6%	119
Member of any hotel rewards program	15,507	19.6%	117

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