



# Retail MarketPlace Profile

4425 W Wadley Ave, Midland, Texas, 79707  
Ring: 1 mile radius

Dub House, MAI, CCIM  
Latitude: 32.01565  
Longitude: -102.14228

## Summary Demographics

2016 Population	19,651
2016 Households	8,416
2016 Median Disposable Income	\$51,458
2016 Per Capita Income	\$34,492

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$369,372,191	\$391,803,457	-\$22,431,266	-2.9	122
Total Retail Trade	44-45	\$333,092,108	\$346,011,159	-\$12,919,051	-1.9	74
Total Food & Drink	722	\$36,280,083	\$45,792,298	-\$9,512,215	-11.6	47

## Industry Group

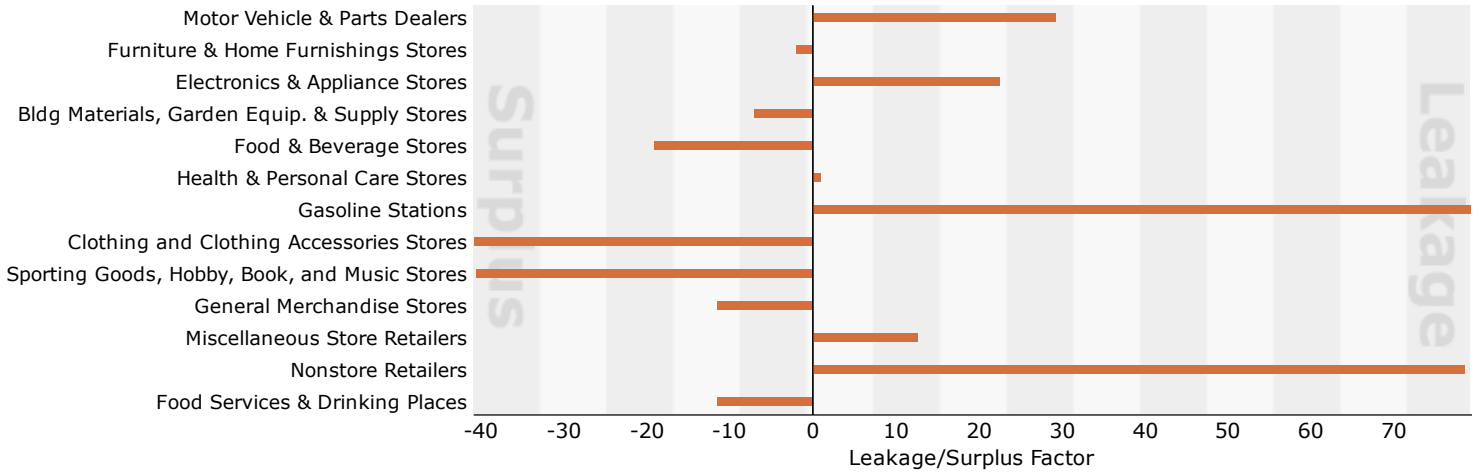
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,858,042	\$42,382,951	\$35,475,091	29.5	3
Automobile Dealers	4411	\$64,310,107	\$41,444,416	\$22,865,691	21.6	2
Other Motor Vehicle Dealers	4412	\$8,303,535	\$0	\$8,303,535	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$5,244,400	\$938,535	\$4,305,865	69.6	1
Furniture & Home Furnishings Stores	442	\$10,378,886	\$10,834,643	-\$455,757	-2.1	4
Furniture Stores	4421	\$6,423,155	\$9,660,863	-\$3,237,708	-20.1	3
Home Furnishings Stores	4422	\$3,955,731	\$1,173,780	\$2,781,951	54.2	2
Electronics & Appliance Stores	443	\$18,694,590	\$11,796,718	\$6,897,872	22.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,674,370	\$20,371,306	-\$2,696,936	-7.1	2
Bldg Material & Supplies Dealers	4441	\$16,511,819	\$20,316,660	-\$3,804,841	-10.3	2
Lawn & Garden Equip & Supply Stores	4442	\$1,162,551	\$0	\$1,162,551	100.0	0
Food & Beverage Stores	445	\$63,541,464	\$93,612,230	-\$30,070,766	-19.1	8
Grocery Stores	4451	\$57,189,285	\$87,433,204	-\$30,243,919	-20.9	5
Specialty Food Stores	4452	\$3,597,680	\$0	\$3,597,680	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,754,499	\$6,179,025	-\$3,424,526	-38.3	3
Health & Personal Care Stores	446,4461	\$17,468,517	\$17,127,427	\$341,090	1.0	11
Gasoline Stations	447,4471	\$20,617,654	\$2,362,154	\$18,255,500	79.4	1
Clothing & Clothing Accessories Stores	448	\$13,583,344	\$32,410,046	-\$18,826,702	-40.9	18
Clothing Stores	4481	\$9,149,772	\$25,209,895	-\$16,060,123	-46.7	12
Shoe Stores	4482	\$1,785,255	\$2,122,443	-\$337,188	-8.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,648,317	\$5,077,708	-\$2,429,391	-31.4	4
Sporting Goods, Hobby, Book & Music Stores	451	\$10,346,385	\$24,469,951	-\$14,123,566	-40.6	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,105,216	\$19,950,413	-\$10,845,197	-37.3	6
Book, Periodical & Music Stores	4512	\$1,241,169	\$4,519,538	-\$3,278,369	-56.9	1
General Merchandise Stores	452	\$62,184,842	\$78,549,568	-\$16,364,726	-11.6	3
Department Stores Excluding Leased Depts.	4521	\$45,429,368	\$78,549,568	-\$33,120,200	-26.7	3
Other General Merchandise Stores	4529	\$16,755,474	\$0	\$16,755,474	100.0	0
Miscellaneous Store Retailers	453	\$14,695,145	\$11,374,976	\$3,320,169	12.7	11
Florists	4531	\$526,000	\$452,456	\$73,544	7.5	3
Office Supplies, Stationery & Gift Stores	4532	\$2,611,968	\$4,493,036	-\$1,881,068	-26.5	4
Used Merchandise Stores	4533	\$2,035,848	\$0	\$2,035,848	100.0	0
Other Miscellaneous Store Retailers	4539	\$9,521,329	\$6,429,483	\$3,091,846	19.4	3
Nonstore Retailers	454	\$6,048,869	\$719,190	\$5,329,679	78.7	1
Electronic Shopping & Mail-Order Houses	4541	\$4,008,004	\$719,190	\$3,288,814	69.6	1
Vending Machine Operators	4542	\$359,228	\$0	\$359,228	100.0	0
Direct Selling Establishments	4543	\$1,681,637	\$0	\$1,681,637	100.0	0
Food Services & Drinking Places	722	\$36,280,083	\$45,792,298	-\$9,512,215	-11.6	47
Special Food Services	7223	\$419,174	\$369,373	\$49,801	6.3	3
Drinking Places - Alcoholic Beverages	7224	\$1,301,216	\$172,104	\$1,129,112	76.6	1
Restaurants/Other Eating Places	7225	\$34,559,693	45,250,821	-\$10,691,128	-13	43

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

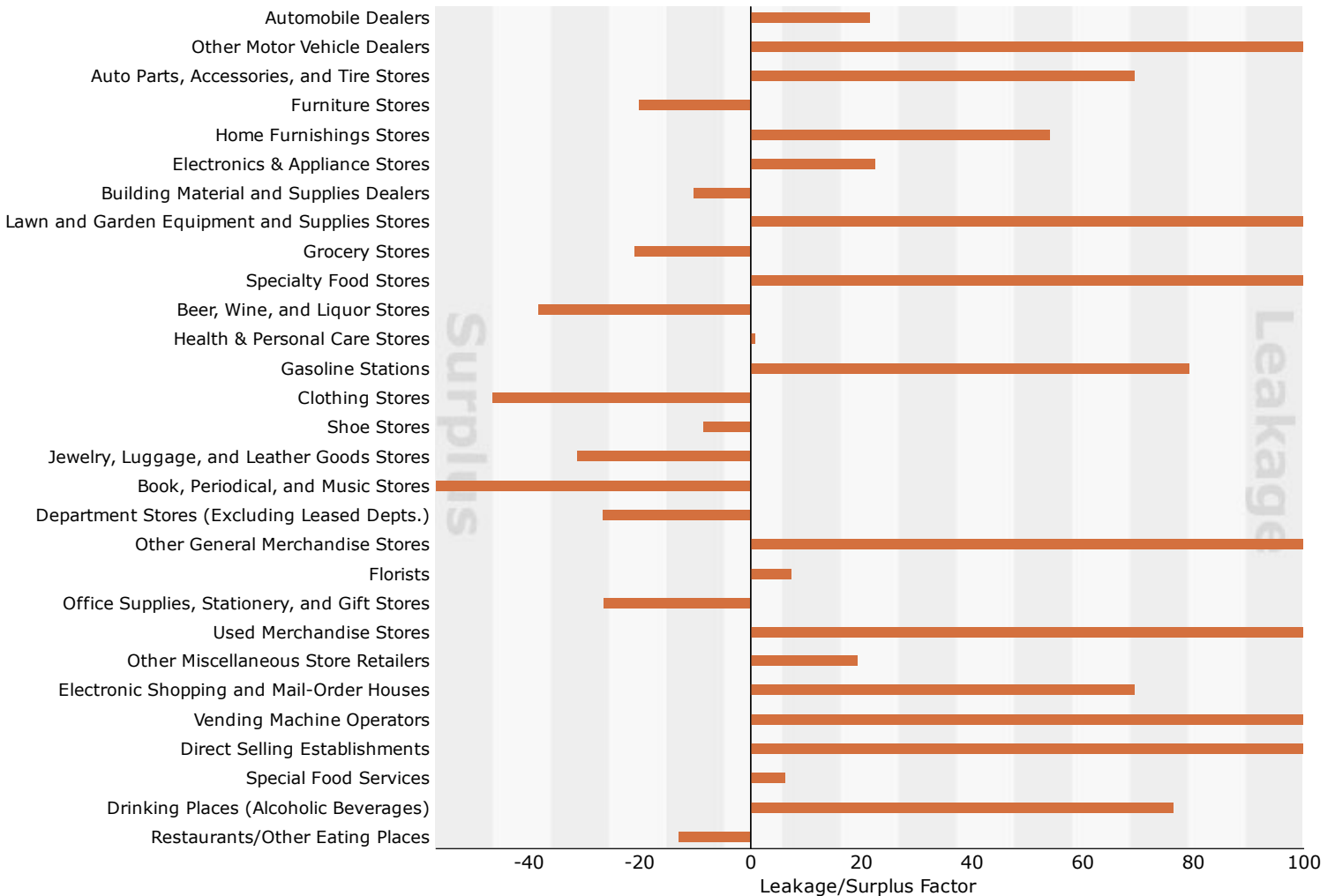
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February 04, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

4425 W Wadley Ave, Midland, Texas, 79707  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01565  
 Longitude: -102.14228

## Summary Demographics

2016 Population	51,035
2016 Households	21,004
2016 Median Disposable Income	\$55,072
2016 Per Capita Income	\$38,637

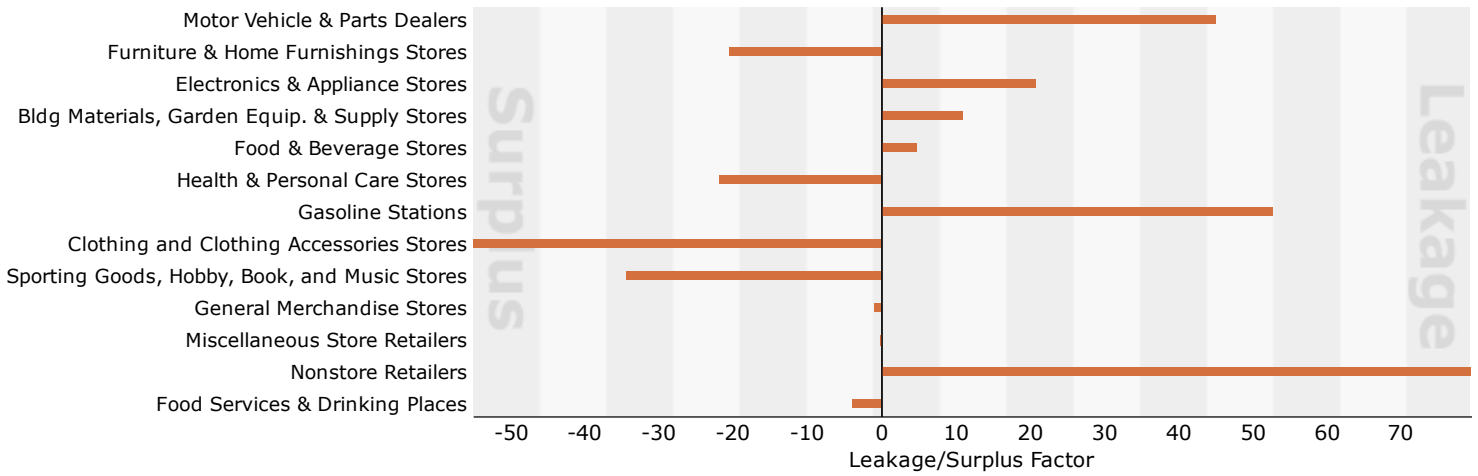
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,044,948,253	\$988,529,012	\$56,419,241	2.8	427
Total Retail Trade	44-45	\$942,472,504	\$877,608,396	\$64,864,108	3.6	315
Total Food & Drink	722	\$102,475,749	\$110,920,616	-\$8,444,867	-4.0	112

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$220,446,128	\$83,202,838	\$137,243,290	45.2	8
Automobile Dealers	4411	\$181,703,308	\$78,109,491	\$103,593,817	39.9	5
Other Motor Vehicle Dealers	4412	\$23,839,877	\$0	\$23,839,877	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$14,902,944	\$4,439,687	\$10,463,257	54.1	3
Furniture & Home Furnishings Stores	442	\$29,682,298	\$45,031,176	-\$15,348,878	-20.5	24
Furniture Stores	4421	\$18,184,715	\$35,923,067	-\$17,738,352	-32.8	15
Home Furnishings Stores	4422	\$11,497,583	\$9,108,109	\$2,389,474	11.6	8
Electronics & Appliance Stores	443	\$53,224,144	\$34,846,991	\$18,377,153	20.9	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,323,822	\$41,895,517	\$10,428,305	11.1	12
Bldg Material & Supplies Dealers	4441	\$48,894,550	\$40,483,371	\$8,411,179	9.4	9
Lawn & Garden Equip & Supply Stores	4442	\$3,429,272	\$1,412,145	\$2,017,127	41.7	3
Food & Beverage Stores	445	\$177,802,979	\$161,364,114	\$16,438,865	4.8	28
Grocery Stores	4451	\$159,975,240	\$145,978,411	\$13,996,829	4.6	17
Specialty Food Stores	4452	\$10,038,769	\$2,267,288	\$7,771,481	63.2	4
Beer, Wine & Liquor Stores	4453	\$7,788,970	\$13,118,416	-\$5,329,446	-25.5	7
Health & Personal Care Stores	446,4461	\$49,707,665	\$77,813,185	-\$28,105,520	-22.0	45
Gasoline Stations	447,4471	\$57,626,896	\$17,793,434	\$39,833,462	52.8	7
Clothing & Clothing Accessories Stores	448	\$38,366,718	\$132,675,605	-\$94,308,887	-55.1	87
Clothing Stores	4481	\$25,763,412	\$103,204,447	-\$77,441,035	-60.0	63
Shoe Stores	4482	\$5,007,017	\$9,648,376	-\$4,641,359	-31.7	10
Jewelry, Luggage & Leather Goods Stores	4483	\$7,596,289	\$19,822,782	-\$12,226,493	-44.6	14
Sporting Goods, Hobby, Book & Music Stores	451	\$29,303,654	\$60,315,675	-\$31,012,021	-34.6	26
Sporting Goods/Hobby/Musical Instr Stores	4511	\$25,804,597	\$50,839,346	-\$25,034,749	-32.7	24
Book, Periodical & Music Stores	4512	\$3,499,057	\$9,476,329	-\$5,977,272	-46.1	3
General Merchandise Stores	452	\$175,119,532	\$179,007,658	-\$3,888,126	-1.1	16
Department Stores Excluding Leased Depts.	4521	\$128,148,454	\$161,417,622	-\$33,269,168	-11.5	9
Other General Merchandise Stores	4529	\$46,971,078	\$17,590,036	\$29,381,042	45.5	7
Miscellaneous Store Retailers	453	\$41,586,218	\$41,700,193	-\$113,975	-0.1	46
Florists	4531	\$1,559,690	\$2,228,336	-\$668,646	-17.7	8
Office Supplies, Stationery & Gift Stores	4532	\$7,418,730	\$11,769,516	-\$4,350,786	-22.7	14
Used Merchandise Stores	4533	\$5,780,124	\$1,427,057	\$4,353,067	60.4	5
Other Miscellaneous Store Retailers	4539	\$26,827,675	\$26,275,284	\$552,391	1.0	19
Nonstore Retailers	454	\$17,282,451	\$1,962,009	\$15,320,442	79.6	3
Electronic Shopping & Mail-Order Houses	4541	\$11,401,790	\$1,438,380	\$9,963,410	77.6	2
Vending Machine Operators	4542	\$1,002,305	\$0	\$1,002,305	100.0	0
Direct Selling Establishments	4543	\$4,878,356	\$504,676	\$4,373,680	81.2	1
Food Services & Drinking Places	722	\$102,475,749	\$110,920,616	-\$8,444,867	-4.0	112
Special Food Services	7223	\$1,210,900	\$770,589	\$440,311	22.2	6
Drinking Places - Alcoholic Beverages	7224	\$3,695,500	\$189,886	\$3,505,614	90.2	1
Restaurants/Other Eating Places	7225	\$97,569,348	109,960,142	-12,390,794	-6	105

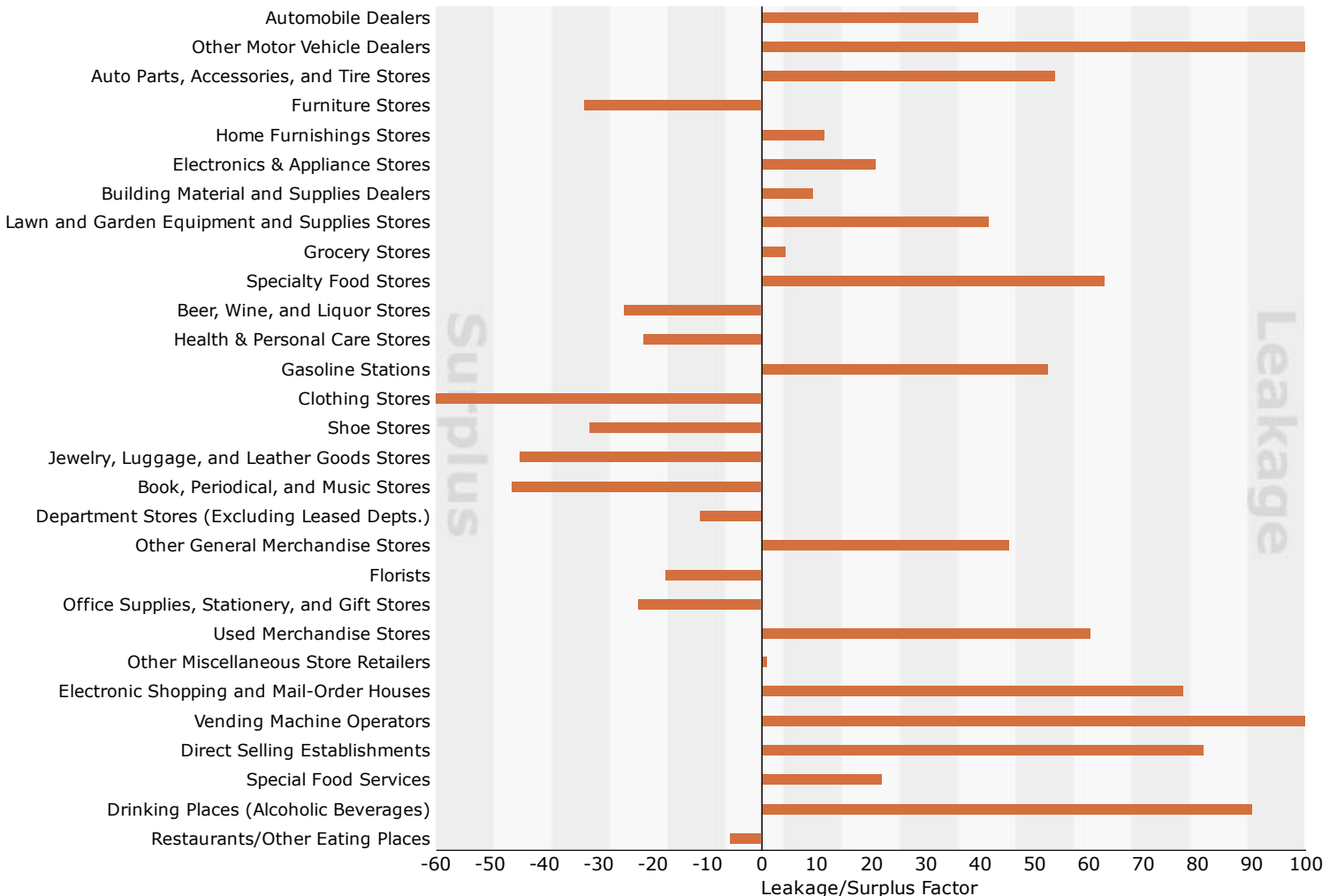
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

4425 W Wadley Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.01565  
 Longitude: -102.14228

## Summary Demographics

2016 Population	84,309
2016 Households	32,965
2016 Median Disposable Income	\$54,578
2016 Per Capita Income	\$37,013

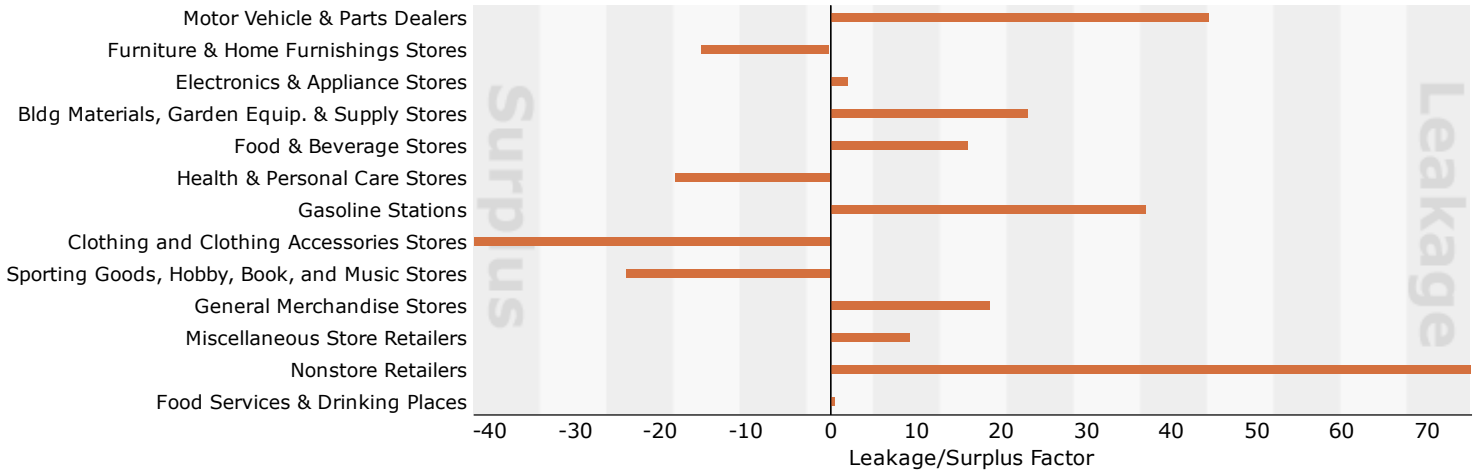
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,632,819,091	\$1,305,732,854	\$327,086,237	11.1	618
Total Retail Trade	44-45	\$1,472,988,415	\$1,147,589,750	\$325,398,665	12.4	450
Total Food & Drink	722	\$159,830,675	\$158,143,104	\$1,687,571	0.5	167

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$343,877,837	\$132,494,685	\$211,383,152	44.4	27
Automobile Dealers	4411	\$283,218,751	\$118,699,972	\$164,518,779	40.9	17
Other Motor Vehicle Dealers	4412	\$37,324,697	\$5,419,438	\$31,905,259	74.6	2
Auto Parts, Accessories & Tire Stores	4413	\$23,334,389	\$8,375,275	\$14,959,114	47.2	8
Furniture & Home Furnishings Stores	442	\$46,543,482	\$63,167,707	-\$16,624,225	-15.2	34
Furniture Stores	4421	\$28,400,779	\$50,615,400	-\$22,214,621	-28.1	21
Home Furnishings Stores	4422	\$18,142,702	\$12,552,307	\$5,590,395	18.2	13
Electronics & Appliance Stores	443	\$83,237,833	\$79,807,562	\$3,430,271	2.1	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$83,264,180	\$51,900,176	\$31,364,004	23.2	20
Bldg Material & Supplies Dealers	4441	\$77,848,108	\$49,880,523	\$27,967,585	21.9	16
Lawn & Garden Equip & Supply Stores	4442	\$5,416,072	\$2,019,653	\$3,396,419	45.7	4
Food & Beverage Stores	445	\$277,138,734	\$200,062,823	\$77,075,911	16.2	44
Grocery Stores	4451	\$249,336,857	\$176,479,183	\$72,857,674	17.1	25
Specialty Food Stores	4452	\$15,636,127	\$6,237,674	\$9,398,453	43.0	9
Beer, Wine & Liquor Stores	4453	\$12,165,751	\$17,345,966	-\$5,180,215	-17.6	9
Health & Personal Care Stores	446,4461	\$77,960,620	\$113,161,162	-\$35,200,542	-18.4	53
Gasoline Stations	447,4471	\$89,788,171	\$41,179,402	\$48,608,769	37.1	14
Clothing & Clothing Accessories Stores	448	\$59,922,841	\$146,734,273	-\$86,811,432	-42.0	104
Clothing Stores	4481	\$40,201,283	\$110,589,648	-\$70,388,365	-46.7	72
Shoe Stores	4482	\$7,823,212	\$14,352,442	-\$6,529,230	-29.4	14
Jewelry, Luggage & Leather Goods Stores	4483	\$11,898,346	\$21,792,183	-\$9,893,837	-29.4	18
Sporting Goods, Hobby, Book & Music Stores	451	\$45,814,447	\$74,869,374	-\$29,054,927	-24.1	36
Sporting Goods/Hobby/Musical Instr Stores	4511	\$40,363,063	\$58,845,308	-\$18,482,245	-18.6	32
Book, Periodical & Music Stores	4512	\$5,451,385	\$16,024,067	-\$10,572,682	-49.2	4
General Merchandise Stores	452	\$273,293,296	\$186,754,501	\$86,538,795	18.8	21
Department Stores Excluding Leased Depts.	4521	\$200,058,013	\$163,187,010	\$36,871,003	10.2	11
Other General Merchandise Stores	4529	\$73,235,283	\$23,567,491	\$49,667,792	51.3	10
Miscellaneous Store Retailers	453	\$64,817,098	\$53,605,972	\$11,211,126	9.5	73
Florists	4531	\$2,465,663	\$3,675,814	-\$1,210,151	-19.7	10
Office Supplies, Stationery & Gift Stores	4532	\$11,598,747	\$14,781,955	-\$3,183,208	-12.1	21
Used Merchandise Stores	4533	\$9,032,430	\$2,634,668	\$6,397,762	54.8	14
Other Miscellaneous Store Retailers	4539	\$41,720,259	\$32,513,535	\$9,206,724	12.4	28
Nonstore Retailers	454	\$27,329,875	\$3,852,112	\$23,477,763	75.3	6
Electronic Shopping & Mail-Order Houses	4541	\$17,851,424	\$2,651,227	\$15,200,197	74.1	3
Vending Machine Operators	4542	\$1,560,951	\$0	\$1,560,951	100.0	0
Direct Selling Establishments	4543	\$7,917,500	\$1,171,778	\$6,745,722	74.2	3
Food Services & Drinking Places	722	\$159,830,675	\$158,143,104	\$1,687,571	0.5	167
Special Food Services	7223	\$1,912,556	\$954,969	\$957,587	33.4	7
Drinking Places - Alcoholic Beverages	7224	\$5,769,298	\$981,604	\$4,787,694	70.9	4
Restaurants/Other Eating Places	7225	\$152,148,821	156,206,532	-\$4,057,711	-1	156

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

