



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Demographic Summary		2019	2024
Population		9,133	9,511
Population 18+		6,521	6,773
Households		3,364	3,493
Median Household Income		\$73,003	\$80,581

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,017	46.3%	98
Bought any women's clothing in last 12 months	2,753	42.2%	98
Bought clothing for child <13 years in last 6 months	2,012	30.9%	116
Bought any shoes in last 12 months	3,301	50.6%	97
Bought costume jewelry in last 12 months	1,078	16.5%	95
Bought any fine jewelry in last 12 months	1,128	17.3%	97
Bought a watch in last 12 months	1,029	15.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	2,863	85.1%	99
HH bought/leased new vehicle last 12 months	293	8.7%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,638	86.5%	101
Bought/changed motor oil in last 12 months	3,292	50.5%	106
Had tune-up in last 12 months	1,615	24.8%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,731	72.6%	101
Drank regular cola in last 6 months	3,241	49.7%	112
Drank beer/ale in last 6 months	2,694	41.3%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	513	7.9%	79
Own digital SLR camera/camcorder	394	6.0%	77
Printed digital photos in last 12 months	1,377	21.1%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,413	37.0%	107
Have a smartphone	5,350	82.0%	98
Have a smartphone: Android phone (any brand)	3,052	46.8%	116
Have a smartphone: Apple iPhone	2,181	33.4%	80
Number of cell phones in household: 1	1,021	30.4%	100
Number of cell phones in household: 2	1,270	37.8%	98
Number of cell phones in household: 3+	982	29.2%	104
HH has cell phone only (no landline telephone)	2,049	60.9%	109
Computers (Households)			
HH owns a computer	2,190	65.1%	89
HH owns desktop computer	1,119	33.3%	90
HH owns laptop/notebook	1,668	49.6%	88
HH owns any Apple/Mac brand computer	487	14.5%	80
HH owns any PC/non-Apple brand computer	1,882	55.9%	91
HH purchased most recent computer in a store	1,088	32.3%	89
HH purchased most recent computer online	355	10.6%	78
Spent <\$1-499 on most recent home computer	473	14.1%	96
Spent \$500-\$999 on most recent home computer	510	15.2%	90
Spent \$1,000-\$1,499 on most recent home computer	235	7.0%	73
Spent \$1,500-\$1,999 on most recent home computer	135	4.0%	91
Spent \$2,000+ on most recent home computer	106	3.2%	80

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,243	65.1%	103
Bought brewed coffee at convenience store in last 30 days	1,002	15.4%	111
Bought cigarettes at convenience store in last 30 days	871	13.4%	124
Bought gas at convenience store in last 30 days	2,481	38.0%	102
Spent at convenience store in last 30 days: <\$1-19	434	6.7%	97
Spent at convenience store in last 30 days: \$20-\$39	614	9.4%	99
Spent at convenience store in last 30 days: \$40-\$50	488	7.5%	91
Spent at convenience store in last 30 days: \$51-\$99	312	4.8%	86
Spent at convenience store in last 30 days: \$100+	1,579	24.2%	109
Entertainment (Adults)			
Attended a movie in last 6 months	3,736	57.3%	98
Went to live theater in last 12 months	606	9.3%	84
Went to a bar/night club in last 12 months	1,004	15.4%	89
Dined out in last 12 months	3,046	46.7%	90
Gambled at a casino in last 12 months	828	12.7%	96
Visited a theme park in last 12 months	1,103	16.9%	89
Viewed movie (video-on-demand) in last 30 days	917	14.1%	80
Viewed TV show (video-on-demand) in last 30 days	616	9.4%	75
Watched any pay-per-view TV in last 12 months	485	7.4%	76
Downloaded a movie over the Internet in last 30 days	559	8.6%	90
Downloaded any individual song in last 6 months	1,120	17.2%	90
Watched a movie online in the last 30 days	1,708	26.2%	97
Watched a TV program online in last 30 days	1,087	16.7%	87
Played a video/electronic game (console) in last 12 months	573	8.8%	99
Played a video/electronic game (portable) in last 12 months	359	5.5%	118
Financial (Adults)			
Have home mortgage (1st)	1,626	24.9%	80
Used ATM/cash machine in last 12 months	3,170	48.6%	92
Own any stock	331	5.1%	71
Own U.S. savings bond	240	3.7%	84
Own shares in mutual fund (stock)	357	5.5%	77
Own shares in mutual fund (bonds)	229	3.5%	74
Have interest checking account	1,554	23.8%	83
Have non-interest checking account	1,784	27.4%	93
Have savings account	3,361	51.5%	90
Have 401K retirement savings plan	904	13.9%	86
Own/used any credit/debit card in last 12 months	5,030	77.1%	97
Avg monthly credit card expenditures: <\$1-110	745	11.4%	99
Avg monthly credit card expenditures: \$111-\$225	554	8.5%	115
Avg monthly credit card expenditures: \$226-\$450	410	6.3%	92
Avg monthly credit card expenditures: \$451-\$700	279	4.3%	70
Avg monthly credit card expenditures: \$701-\$1,000	246	3.8%	67
Avg monthly credit card expenditures: \$1,001+	511	7.8%	67
Did banking online in last 12 months	2,138	32.8%	84
Did banking on mobile device in last 12 months	1,393	21.4%	83
Paid bills online in last 12 months	2,968	45.5%	91

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,398	71.3%	103
Used bread in last 6 months	3,123	92.8%	100
Used chicken (fresh or frozen) in last 6 months	2,331	69.3%	100
Used turkey (fresh or frozen) in last 6 months	485	14.4%	96
Used fish/seafood (fresh or frozen) in last 6 months	1,844	54.8%	99
Used fresh fruit/vegetables in last 6 months	2,865	85.2%	99
Used fresh milk in last 6 months	2,907	86.4%	100
Used organic food in last 6 months	714	21.2%	89
Health (Adults)			
Exercise at home 2+ times per week	1,693	26.0%	95
Exercise at club 2+ times per week	755	11.6%	81
Visited a doctor in last 12 months	4,790	73.5%	95
Used vitamin/dietary supplement in last 6 months	3,304	50.7%	94
Home (Households)			
Did any home improvement in last 12 months	941	28.0%	101
Used any housekeeper/professional cleaning service in last 12 months	432	12.8%	88
Purchased low ticket HH furnishings in last 12 months	572	17.0%	99
Purchased big ticket HH furnishings in last 12 months	714	21.2%	95
Bought any small kitchen appliance in last 12 months	697	20.7%	93
Bought any large kitchen appliance in last 12 months	474	14.1%	101
Insurance (Adults/Households)			
Currently carry life insurance	2,654	40.7%	92
Carry medical/hospital/accident insurance	4,490	68.9%	92
Carry homeowner insurance	2,745	42.1%	89
Carry renter's insurance	503	7.7%	91
Have auto insurance: 1 vehicle in household covered	1,115	33.1%	107
Have auto insurance: 2 vehicles in household covered	991	29.5%	103
Have auto insurance: 3+ vehicles in household covered	657	19.5%	85
Pets (Households)			
Household owns any pet	1,894	56.3%	103
Household owns any cat	734	21.8%	96
Household owns any dog	1,463	43.5%	104
Psychographics (Adults)			
Buying American is important to me	2,533	38.8%	99
Usually buy items on credit rather than wait	817	12.5%	95
Usually buy based on quality - not price	1,174	18.0%	95
Price is usually more important than brand name	1,792	27.5%	100
Usually use coupons for brands I buy often	1,116	17.1%	99
Am interested in how to help the environment	1,172	18.0%	93
Usually pay more for environ safe product	959	14.7%	104
Usually value green products over convenience	787	12.1%	107
Likely to buy a brand that supports a charity	2,283	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	686	10.5%	81
Bought hardcover book in last 12 months	1,137	17.4%	87
Bought paperback book in last 12 month	1,581	24.2%	85
Read any daily newspaper (paper version)	1,124	17.2%	94
Read any digital newspaper in last 30 days	2,148	32.9%	83
Read any magazine (paper/electronic version) in last 6 months	5,552	85.1%	94

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,772	73.2%	98
Went to family restaurant/steak house: 4+ times a month	1,710	26.2%	99
Went to fast food/drive-in restaurant in last 6 months	5,851	89.7%	99
Went to fast food/drive-in restaurant 9+ times/month	2,619	40.2%	102
Fast food restaurant last 6 months: eat in	2,359	36.2%	97
Fast food restaurant last 6 months: home delivery	599	9.2%	106
Fast food restaurant last 6 months: take-out/drive-thru	3,031	46.5%	99
Fast food restaurant last 6 months: take-out/walk-in	1,233	18.9%	91
Television & Electronics (Adults/Households)			
Own any tablet	2,655	40.7%	85
Own any e-reader	443	6.8%	82
Own e-reader/tablet: iPad	1,393	21.4%	76
HH has Internet connectable TV	905	26.9%	94
Own any portable MP3 player	1,175	18.0%	97
HH owns 1 TV	694	20.6%	98
HH owns 2 TVs	968	28.8%	107
HH owns 3 TVs	712	21.2%	101
HH owns 4+ TVs	513	15.2%	88
HH subscribes to cable TV	1,396	41.5%	95
HH subscribes to fiber optic	202	6.0%	85
HH owns portable GPS navigation device	671	19.9%	87
HH purchased video game system in last 12 months	269	8.0%	97
HH owns any Internet video device for TV	734	21.8%	91
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,952	45.3%	86
Took 3+ domestic non-business trips in last 12 months	599	9.2%	78
Spent on domestic vacations in last 12 months: <\$1-999	620	9.5%	88
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	295	4.5%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	204	3.1%	78
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	227	3.5%	84
Spent on domestic vacations in last 12 months: \$3,000+	310	4.8%	73
Domestic travel in last 12 months: used general travel website	368	5.6%	83
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,516	23.2%	85
Took 3+ foreign trips by plane in last 3 years	206	3.2%	58
Spent on foreign vacations in last 12 months: <\$1-999	225	3.5%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	236	3.6%	90
Spent on foreign vacations in last 12 months: \$3,000+	267	4.1%	65
Foreign travel in last 3 years: used general travel website	238	3.6%	64
Nights spent in hotel/motel in last 12 months: any	2,501	38.4%	86
Took cruise of more than one day in last 3 years	371	5.7%	64
Member of any frequent flyer program	775	11.9%	66
Member of any hotel rewards program	925	14.2%	79

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Demographic Summary		2019	2024
Population		41,500	44,091
Population 18+		30,105	31,998
Households		14,602	15,463
Median Household Income		\$69,613	\$77,010

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,854	46.0%	97
Bought any women's clothing in last 12 months	12,833	42.6%	99
Bought clothing for child <13 years in last 6 months	8,628	28.7%	108
Bought any shoes in last 12 months	15,577	51.7%	99
Bought costume jewelry in last 12 months	5,380	17.9%	103
Bought any fine jewelry in last 12 months	5,569	18.5%	103
Bought a watch in last 12 months	4,984	16.6%	107
Automobiles (Households)			
HH owns/leases any vehicle	12,402	84.9%	99
HH bought/leased new vehicle last 12 months	1,354	9.3%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,692	85.3%	100
Bought/changed motor oil in last 12 months	14,750	49.0%	103
Had tune-up in last 12 months	7,645	25.4%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,778	72.3%	101
Drank regular cola in last 6 months	15,013	49.9%	112
Drank beer/ale in last 6 months	12,625	41.9%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,331	7.7%	77
Own digital SLR camera/camcorder	1,868	6.2%	79
Printed digital photos in last 12 months	6,173	20.5%	90
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,139	37.0%	107
Have a smartphone	24,915	82.8%	99
Have a smartphone: Android phone (any brand)	13,676	45.4%	112
Have a smartphone: Apple iPhone	10,769	35.8%	86
Number of cell phones in household: 1	4,552	31.2%	102
Number of cell phones in household: 2	5,361	36.7%	95
Number of cell phones in household: 3+	4,277	29.3%	104
HH has cell phone only (no landline telephone)	8,879	60.8%	108
Computers (Households)			
HH owns a computer	9,505	65.1%	89
HH owns desktop computer	4,842	33.2%	90
HH owns laptop/notebook	7,193	49.3%	87
HH owns any Apple/Mac brand computer	2,165	14.8%	82
HH owns any PC/non-Apple brand computer	8,047	55.1%	90
HH purchased most recent computer in a store	4,725	32.4%	89
HH purchased most recent computer online	1,467	10.0%	74
Spent <\$1-499 on most recent home computer	1,975	13.5%	92
Spent \$500-\$999 on most recent home computer	2,159	14.8%	88
Spent \$1,000-\$1,499 on most recent home computer	1,057	7.2%	76
Spent \$1,500-\$1,999 on most recent home computer	616	4.2%	95
Spent \$2,000+ on most recent home computer	504	3.5%	87

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	18,631	61.9%	98
Bought brewed coffee at convenience store in last 30 days	4,420	14.7%	106
Bought cigarettes at convenience store in last 30 days	3,132	10.4%	96
Bought gas at convenience store in last 30 days	10,918	36.3%	97
Spent at convenience store in last 30 days: <\$1-19	1,975	6.6%	95
Spent at convenience store in last 30 days: \$20-\$39	2,567	8.5%	90
Spent at convenience store in last 30 days: \$40-\$50	2,532	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	1,556	5.2%	93
Spent at convenience store in last 30 days: \$100+	6,815	22.6%	101
Entertainment (Adults)			
Attended a movie in last 6 months	16,953	56.3%	96
Went to live theater in last 12 months	3,009	10.0%	91
Went to a bar/night club in last 12 months	4,293	14.3%	83
Dined out in last 12 months	13,634	45.3%	87
Gambled at a casino in last 12 months	3,873	12.9%	97
Visited a theme park in last 12 months	5,423	18.0%	95
Viewed movie (video-on-demand) in last 30 days	4,033	13.4%	77
Viewed TV show (video-on-demand) in last 30 days	2,765	9.2%	73
Watched any pay-per-view TV in last 12 months	2,592	8.6%	88
Downloaded a movie over the Internet in last 30 days	2,889	9.6%	100
Downloaded any individual song in last 6 months	4,992	16.6%	87
Watched a movie online in the last 30 days	7,496	24.9%	92
Watched a TV program online in last 30 days	4,822	16.0%	84
Played a video/electronic game (console) in last 12 months	2,477	8.2%	93
Played a video/electronic game (portable) in last 12 months	1,462	4.9%	104
Financial (Adults)			
Have home mortgage (1st)	7,358	24.4%	79
Used ATM/cash machine in last 12 months	14,368	47.7%	90
Own any stock	1,843	6.1%	85
Own U.S. savings bond	1,066	3.5%	81
Own shares in mutual fund (stock)	1,785	5.9%	83
Own shares in mutual fund (bonds)	1,261	4.2%	88
Have interest checking account	7,280	24.2%	84
Have non-interest checking account	8,428	28.0%	95
Have savings account	15,123	50.2%	88
Have 401K retirement savings plan	3,831	12.7%	79
Own/used any credit/debit card in last 12 months	23,020	76.5%	96
Avg monthly credit card expenditures: <\$1-110	3,344	11.1%	96
Avg monthly credit card expenditures: \$111-\$225	2,444	8.1%	110
Avg monthly credit card expenditures: \$226-\$450	1,860	6.2%	91
Avg monthly credit card expenditures: \$451-\$700	1,455	4.8%	79
Avg monthly credit card expenditures: \$701-\$1,000	1,331	4.4%	79
Avg monthly credit card expenditures: \$1,001+	2,861	9.5%	82
Did banking online in last 12 months	9,602	31.9%	82
Did banking on mobile device in last 12 months	6,110	20.3%	78
Paid bills online in last 12 months	13,430	44.6%	89

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,445	71.5%	104
Used bread in last 6 months	13,540	92.7%	100
Used chicken (fresh or frozen) in last 6 months	10,308	70.6%	102
Used turkey (fresh or frozen) in last 6 months	2,196	15.0%	100
Used fish/seafood (fresh or frozen) in last 6 months	8,554	58.6%	106
Used fresh fruit/vegetables in last 6 months	12,475	85.4%	99
Used fresh milk in last 6 months	12,646	86.6%	101
Used organic food in last 6 months	3,309	22.7%	95
Health (Adults)			
Exercise at home 2+ times per week	7,754	25.8%	94
Exercise at club 2+ times per week	3,824	12.7%	89
Visited a doctor in last 12 months	22,502	74.7%	97
Used vitamin/dietary supplement in last 6 months	16,055	53.3%	99
Home (Households)			
Did any home improvement in last 12 months	4,124	28.2%	102
Used any housekeeper/professional cleaning service in last 12 months	1,979	13.6%	93
Purchased low ticket HH furnishings in last 12 months	2,530	17.3%	101
Purchased big ticket HH furnishings in last 12 months	3,022	20.7%	93
Bought any small kitchen appliance in last 12 months	2,957	20.3%	91
Bought any large kitchen appliance in last 12 months	1,915	13.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	11,074	36.8%	83
Carry medical/hospital/accident insurance	20,028	66.5%	89
Carry homeowner insurance	11,908	39.6%	84
Carry renter's insurance	2,275	7.6%	89
Have auto insurance: 1 vehicle in household covered	4,807	32.9%	106
Have auto insurance: 2 vehicles in household covered	4,212	28.8%	101
Have auto insurance: 3+ vehicles in household covered	2,804	19.2%	84
Pets (Households)			
Household owns any pet	7,589	52.0%	95
Household owns any cat	2,802	19.2%	84
Household owns any dog	5,922	40.6%	97
Psychographics (Adults)			
Buying American is important to me	10,877	36.1%	92
Usually buy items on credit rather than wait	3,706	12.3%	94
Usually buy based on quality - not price	5,389	17.9%	94
Price is usually more important than brand name	8,005	26.6%	97
Usually use coupons for brands I buy often	5,030	16.7%	97
Am interested in how to help the environment	6,344	21.1%	109
Usually pay more for environ safe product	4,907	16.3%	115
Usually value green products over convenience	4,116	13.7%	121
Likely to buy a brand that supports a charity	10,547	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	3,179	10.6%	82
Bought hardcover book in last 12 months	5,168	17.2%	86
Bought paperback book in last 12 month	7,136	23.7%	83
Read any daily newspaper (paper version)	5,182	17.2%	94
Read any digital newspaper in last 30 days	10,129	33.6%	85
Read any magazine (paper/electronic version) in last 6 months	25,766	85.6%	94

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	22,184	73.7%	98
Went to family restaurant/steak house: 4+ times a month	7,846	26.1%	98
Went to fast food/drive-in restaurant in last 6 months	27,308	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	11,558	38.4%	98
Fast food restaurant last 6 months: eat in	11,304	37.5%	101
Fast food restaurant last 6 months: home delivery	2,986	9.9%	115
Fast food restaurant last 6 months: take-out/drive-thru	13,320	44.2%	94
Fast food restaurant last 6 months: take-out/walk-in	5,386	17.9%	86
Television & Electronics (Adults/Households)			
Own any tablet	12,595	41.8%	87
Own any e-reader	2,273	7.6%	91
Own e-reader/tablet: iPad	6,994	23.2%	82
HH has Internet connectable TV	4,008	27.4%	96
Own any portable MP3 player	5,230	17.4%	94
HH owns 1 TV	3,174	21.7%	104
HH owns 2 TVs	4,058	27.8%	104
HH owns 3 TVs	3,027	20.7%	99
HH owns 4+ TVs	2,147	14.7%	84
HH subscribes to cable TV	6,424	44.0%	101
HH subscribes to fiber optic	892	6.1%	87
HH owns portable GPS navigation device	2,837	19.4%	85
HH purchased video game system in last 12 months	1,045	7.2%	87
HH owns any Internet video device for TV	3,113	21.3%	89
Travel (Adults)			
Took domestic trip in continental US last 12 months	13,536	45.0%	86
Took 3+ domestic non-business trips in last 12 months	2,823	9.4%	79
Spent on domestic vacations in last 12 months: <\$1-999	2,748	9.1%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,586	5.3%	84
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,093	3.6%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,106	3.7%	88
Spent on domestic vacations in last 12 months: \$3,000+	1,623	5.4%	83
Domestic travel in last 12 months: used general travel website	1,754	5.8%	85
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,718	25.6%	93
Took 3+ foreign trips by plane in last 3 years	1,276	4.2%	78
Spent on foreign vacations in last 12 months: <\$1-999	1,195	4.0%	85
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,154	3.8%	96
Spent on foreign vacations in last 12 months: \$3,000+	1,563	5.2%	82
Foreign travel in last 3 years: used general travel website	1,331	4.4%	77
Nights spent in hotel/motel in last 12 months: any	11,334	37.6%	85
Took cruise of more than one day in last 3 years	2,182	7.2%	82
Member of any frequent flyer program	3,738	12.4%	69
Member of any hotel rewards program	4,684	15.6%	86

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Demographic Summary		2019	2024
Population		84,604	90,280
Population 18+		61,331	65,452
Households		29,807	31,709
Median Household Income		\$69,092	\$76,661

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	27,945	45.6%	96
Bought any women's clothing in last 12 months	26,102	42.6%	99
Bought clothing for child <13 years in last 6 months	17,107	27.9%	105
Bought any shoes in last 12 months	31,698	51.7%	99
Bought costume jewelry in last 12 months	10,972	17.9%	103
Bought any fine jewelry in last 12 months	11,292	18.4%	103
Bought a watch in last 12 months	10,295	16.8%	108
Automobiles (Households)			
HH owns/leases any vehicle	25,495	85.5%	100
HH bought/leased new vehicle last 12 months	2,771	9.3%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	52,447	85.5%	100
Bought/changed motor oil in last 12 months	29,643	48.3%	102
Had tune-up in last 12 months	15,636	25.5%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	44,117	71.9%	100
Drank regular cola in last 6 months	29,977	48.9%	110
Drank beer/ale in last 6 months	25,541	41.6%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,827	7.9%	79
Own digital SLR camera/camcorder	4,050	6.6%	84
Printed digital photos in last 12 months	12,839	20.9%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	22,375	36.5%	105
Have a smartphone	51,419	83.8%	100
Have a smartphone: Android phone (any brand)	27,526	44.9%	111
Have a smartphone: Apple iPhone	22,862	37.3%	89
Number of cell phones in household: 1	9,316	31.3%	103
Number of cell phones in household: 2	10,943	36.7%	95
Number of cell phones in household: 3+	8,733	29.3%	104
HH has cell phone only (no landline telephone)	18,381	61.7%	110
Computers (Households)			
HH owns a computer	19,810	66.5%	90
HH owns desktop computer	9,935	33.3%	90
HH owns laptop/notebook	15,102	50.7%	90
HH owns any Apple/Mac brand computer	4,453	14.9%	83
HH owns any PC/non-Apple brand computer	16,798	56.4%	92
HH purchased most recent computer in a store	9,775	32.8%	91
HH purchased most recent computer online	3,153	10.6%	78
Spent <\$1-499 on most recent home computer	4,040	13.6%	92
Spent \$500-\$999 on most recent home computer	4,488	15.1%	90
Spent \$1,000-\$1,499 on most recent home computer	2,274	7.6%	80
Spent \$1,500-\$1,999 on most recent home computer	1,214	4.1%	92
Spent \$2,000+ on most recent home computer	1,042	3.5%	88

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	38,199	62.3%	98
Bought brewed coffee at convenience store in last 30 days	8,832	14.4%	104
Bought cigarettes at convenience store in last 30 days	6,357	10.4%	96
Bought gas at convenience store in last 30 days	22,659	36.9%	99
Spent at convenience store in last 30 days: <\$1-19	3,998	6.5%	95
Spent at convenience store in last 30 days: \$20-\$39	5,219	8.5%	90
Spent at convenience store in last 30 days: \$40-\$50	5,253	8.6%	104
Spent at convenience store in last 30 days: \$51-\$99	3,441	5.6%	101
Spent at convenience store in last 30 days: \$100+	13,707	22.3%	100
Entertainment (Adults)			
Attended a movie in last 6 months	34,505	56.3%	96
Went to live theater in last 12 months	6,112	10.0%	90
Went to a bar/night club in last 12 months	8,816	14.4%	83
Dined out in last 12 months	28,063	45.8%	88
Gambled at a casino in last 12 months	7,788	12.7%	96
Visited a theme park in last 12 months	11,251	18.3%	97
Viewed movie (video-on-demand) in last 30 days	8,695	14.2%	81
Viewed TV show (video-on-demand) in last 30 days	5,957	9.7%	77
Watched any pay-per-view TV in last 12 months	5,527	9.0%	92
Downloaded a movie over the Internet in last 30 days	6,134	10.0%	104
Downloaded any individual song in last 6 months	10,701	17.4%	92
Watched a movie online in the last 30 days	15,736	25.7%	95
Watched a TV program online in last 30 days	10,276	16.8%	88
Played a video/electronic game (console) in last 12 months	5,177	8.4%	95
Played a video/electronic game (portable) in last 12 months	2,889	4.7%	101
Financial (Adults)			
Have home mortgage (1st)	16,050	26.2%	84
Used ATM/cash machine in last 12 months	30,023	49.0%	93
Own any stock	3,752	6.1%	85
Own U.S. savings bond	2,238	3.6%	84
Own shares in mutual fund (stock)	3,660	6.0%	84
Own shares in mutual fund (bonds)	2,614	4.3%	89
Have interest checking account	15,145	24.7%	86
Have non-interest checking account	17,241	28.1%	96
Have savings account	31,190	50.9%	89
Have 401K retirement savings plan	8,190	13.4%	83
Own/used any credit/debit card in last 12 months	46,833	76.4%	96
Avg monthly credit card expenditures: <\$1-110	7,006	11.4%	99
Avg monthly credit card expenditures: \$111-\$225	4,620	7.5%	102
Avg monthly credit card expenditures: \$226-\$450	3,826	6.2%	91
Avg monthly credit card expenditures: \$451-\$700	3,129	5.1%	83
Avg monthly credit card expenditures: \$701-\$1,000	2,849	4.6%	83
Avg monthly credit card expenditures: \$1,001+	6,039	9.8%	85
Did banking online in last 12 months	20,502	33.4%	86
Did banking on mobile device in last 12 months	13,514	22.0%	85
Paid bills online in last 12 months	28,191	46.0%	92

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,238	71.3%	103
Used bread in last 6 months	27,638	92.7%	100
Used chicken (fresh or frozen) in last 6 months	21,087	70.7%	102
Used turkey (fresh or frozen) in last 6 months	4,478	15.0%	100
Used fish/seafood (fresh or frozen) in last 6 months	17,362	58.2%	105
Used fresh fruit/vegetables in last 6 months	25,461	85.4%	99
Used fresh milk in last 6 months	25,751	86.4%	100
Used organic food in last 6 months	6,873	23.1%	97
Health (Adults)			
Exercise at home 2+ times per week	15,839	25.8%	94
Exercise at club 2+ times per week	7,951	13.0%	90
Visited a doctor in last 12 months	46,021	75.0%	98
Used vitamin/dietary supplement in last 6 months	32,888	53.6%	99
Home (Households)			
Did any home improvement in last 12 months	8,279	27.8%	100
Used any housekeeper/professional cleaning service in last 12 months	3,894	13.1%	90
Purchased low ticket HH furnishings in last 12 months	5,147	17.3%	101
Purchased big ticket HH furnishings in last 12 months	6,284	21.1%	95
Bought any small kitchen appliance in last 12 months	6,167	20.7%	93
Bought any large kitchen appliance in last 12 months	3,962	13.3%	95
Insurance (Adults/Households)			
Currently carry life insurance	22,882	37.3%	84
Carry medical/hospital/accident insurance	41,364	67.4%	90
Carry homeowner insurance	24,431	39.8%	84
Carry renter's insurance	4,867	7.9%	93
Have auto insurance: 1 vehicle in household covered	9,939	33.3%	108
Have auto insurance: 2 vehicles in household covered	8,421	28.3%	99
Have auto insurance: 3+ vehicles in household covered	5,834	19.6%	86
Pets (Households)			
Household owns any pet	15,561	52.2%	96
Household owns any cat	5,811	19.5%	86
Household owns any dog	12,205	40.9%	98
Psychographics (Adults)			
Buying American is important to me	22,483	36.7%	93
Usually buy items on credit rather than wait	7,704	12.6%	96
Usually buy based on quality - not price	11,140	18.2%	96
Price is usually more important than brand name	16,496	26.9%	98
Usually use coupons for brands I buy often	10,338	16.9%	98
Am interested in how to help the environment	13,142	21.4%	111
Usually pay more for environ safe product	9,937	16.2%	114
Usually value green products over convenience	8,218	13.4%	119
Likely to buy a brand that supports a charity	21,667	35.3%	100
Reading (Adults)			
Bought digital book in last 12 months	6,906	11.3%	87
Bought hardcover book in last 12 months	10,583	17.3%	86
Bought paperback book in last 12 month	14,935	24.4%	85
Read any daily newspaper (paper version)	10,321	16.8%	91
Read any digital newspaper in last 30 days	21,693	35.4%	89
Read any magazine (paper/electronic version) in last 6 months	53,539	87.3%	96

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 2019 and 2024.



Retail Market Potential

1900 W Wall St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99443
 Longitude: -102.09470

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	45,363	74.0%	99
Went to family restaurant/steak house: 4+ times a month	16,021	26.1%	98
Went to fast food/drive-in restaurant in last 6 months	55,750	90.9%	100
Went to fast food/drive-in restaurant 9+ times/month	23,451	38.2%	97
Fast food restaurant last 6 months: eat in	23,091	37.6%	101
Fast food restaurant last 6 months: home delivery	5,997	9.8%	113
Fast food restaurant last 6 months: take-out/drive-thru	27,532	44.9%	96
Fast food restaurant last 6 months: take-out/walk-in	11,299	18.4%	88
Television & Electronics (Adults/Households)			
Own any tablet	26,812	43.7%	91
Own any e-reader	4,686	7.6%	92
Own e-reader/tablet: iPad	14,897	24.3%	86
HH has Internet connectable TV	8,139	27.3%	95
Own any portable MP3 player	10,464	17.1%	92
HH owns 1 TV	6,451	21.6%	103
HH owns 2 TVs	8,187	27.5%	102
HH owns 3 TVs	6,233	20.9%	100
HH owns 4+ TVs	4,421	14.8%	85
HH subscribes to cable TV	13,011	43.7%	100
HH subscribes to fiber optic	1,819	6.1%	87
HH owns portable GPS navigation device	5,792	19.4%	85
HH purchased video game system in last 12 months	2,156	7.2%	88
HH owns any Internet video device for TV	6,429	21.6%	90
Travel (Adults)			
Took domestic trip in continental US last 12 months	28,082	45.8%	87
Took 3+ domestic non-business trips in last 12 months	5,937	9.7%	82
Spent on domestic vacations in last 12 months: <\$1-999	5,666	9.2%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,379	5.5%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,262	3.7%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,243	3.7%	88
Spent on domestic vacations in last 12 months: \$3,000+	3,214	5.2%	81
Domestic travel in last 12 months: used general travel website	3,598	5.9%	86
Took foreign trip (including Alaska and Hawaii) in last 3 years	15,618	25.5%	93
Took 3+ foreign trips by plane in last 3 years	2,771	4.5%	83
Spent on foreign vacations in last 12 months: <\$1-999	2,514	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,239	3.7%	91
Spent on foreign vacations in last 12 months: \$3,000+	3,267	5.3%	84
Foreign travel in last 3 years: used general travel website	2,819	4.6%	80
Nights spent in hotel/motel in last 12 months: any	23,378	38.1%	86
Took cruise of more than one day in last 3 years	4,697	7.7%	86
Member of any frequent flyer program	8,173	13.3%	74
Member of any hotel rewards program	9,833	16.0%	89

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 2019 and 2024.