



## Retail Market Potential

413 E Wadley Ave, Midland, Texas, 79705  
Ring: 1 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03092  
Longitude: -102.07730

Demographic Summary		2021	2026
Population		9,993	10,852
Population 18+		7,168	7,782
Households		3,487	3,792
Median Household Income		\$69,910	\$79,623

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,229	45.0%	92
Bought any women's clothing in last 12 months	3,197	44.6%	99
Bought any shoes in last 12 months	3,647	50.9%	95
Bought costume jewelry in last 12 months	1,204	16.8%	105
Bought any fine jewelry in last 12 months	1,299	18.1%	99
Bought a watch in last 12 months	1,074	15.0%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,860	82.0%	95
HH bought/leased new vehicle last 12 months	282	8.1%	89
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,788	80.7%	95
Bought/changed motor oil in last 12 months	3,228	45.0%	99
Had tune-up in last 12 months	1,511	21.1%	88
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,337	74.5%	105
Drank non-diet (regular) in last 6 months	3,452	48.2%	114
Drank beer/ale in last 6 months	2,766	38.6%	93
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	430	6.0%	74
Own digital SLR camera/camcorder	411	5.7%	72
Printed digital photos in last 12 months	1,410	19.7%	89
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,445	34.1%	106
Have a smartphone	6,234	87.0%	97
Have a smartphone: Android phone (any brand)	3,328	46.4%	114
Have a smartphone: Apple iPhone	2,842	39.6%	82
Number of cell phones in household: 1	1,125	32.3%	107
Number of cell phones in household: 2	1,087	31.2%	82
Number of cell phones in household: 3+	1,166	33.4%	113
HH has cell phone only (no landline telephone)	2,318	66.5%	103
<b>Computers (Households)</b>			
HH owns a computer	2,317	66.4%	89
HH owns desktop computer	1,035	29.7%	85
HH owns laptop/notebook	1,800	51.6%	88
HH owns any Apple/Mac brand computer	579	16.6%	83
HH owns any PC/non-Apple brand computer	1,887	54.1%	89
HH purchased most recent computer in a store	931	26.7%	76
HH purchased most recent computer online	463	13.3%	84
HH spent \$1-\$499 on most recent home computer	426	12.2%	86
HH spent \$500-\$999 on most recent home computer	419	12.0%	73
HH spent \$1,000-\$1,499 on most recent home computer	282	8.1%	78
HH spent \$1,500-\$1,999 on most recent home computer	136	3.9%	79
HH spent \$2,000+ on most recent home computer	119	3.4%	77

**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 2021 and 2026.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,966	55.3%	90
Bought brewed coffee at convenience store in last 30 days	720	10.0%	80
Bought cigarettes at convenience store in last 30 days	601	8.4%	92
Bought gas at convenience store in last 30 days	2,560	35.7%	97
Spent at convenience store in last 30 days: \$1-19	428	6.0%	86
Spent at convenience store in last 30 days: \$20-\$39	516	7.2%	77
Spent at convenience store in last 30 days: \$40-\$50	535	7.5%	92
Spent at convenience store in last 30 days: \$51-\$99	407	5.7%	102
Spent at convenience store in last 30 days: \$100+	1,679	23.4%	107
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,181	58.3%	98
Went to live theater in last 12 months	550	7.7%	62
Went to a bar/night club in last 12 months	998	13.9%	79
Dined out in last 12 months	2,779	38.8%	76
Gambled at a casino in last 12 months	838	11.7%	88
Visited a theme park in last 12 months	1,233	17.2%	93
Viewed movie (video-on-demand) in last 30 days	857	12.0%	80
Viewed TV show (video-on-demand) in last 30 days	554	7.7%	76
Watched any pay-per-view TV in last 12 months	456	6.4%	86
Downloaded a movie over the Internet in last 30 days	560	7.8%	83
Downloaded any individual song in last 6 months	1,177	16.4%	89
Used internet to watch a movie online in the last 30 days	2,291	32.0%	99
Used internet to watch a TV program online in last 30 days	1,054	14.7%	69
Played a video/electronic game (console) in last 12 months	763	10.6%	112
Played a video/electronic game (portable) in last 12 months	470	6.6%	135
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,680	23.4%	72
Used ATM/cash machine in last 12 months	3,453	48.2%	89
Own any stock	468	6.5%	79
Own U.S. savings bond	233	3.3%	67
Own shares in mutual fund (stock)	391	5.5%	68
Own shares in mutual fund (bonds)	270	3.8%	72
Have interest checking account	1,615	22.5%	75
Have non-interest checking account	2,155	30.1%	98
Have savings account	3,625	50.6%	85
Have 401K retirement savings plan	894	12.5%	71
Own/used any credit/debit card in last 12 months	5,222	72.9%	88
Avg monthly credit card expenditures: \$1-110	749	10.4%	92
Avg monthly credit card expenditures: \$111-\$225	510	7.1%	97
Avg monthly credit card expenditures: \$226-\$450	526	7.3%	100
Avg monthly credit card expenditures: \$451-\$700	450	6.3%	92
Avg monthly credit card expenditures: \$701-\$1,000	327	4.6%	72
Avg monthly credit card expenditures: \$1001-2000	478	6.7%	84
Avg monthly credit card expenditures: \$2001+	282	3.9%	58
Did banking online in last 12 months	2,535	35.4%	82
Did banking on mobile device in last 12 months	1,831	25.5%	79
Paid bills online in last 12 months	3,451	48.1%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	2,392	68.6%	101
HH used bread in last 6 months	3,286	94.2%	101
HH used chicken (fresh or frozen) in last 6 months	2,319	66.5%	100
HH used turkey (fresh or frozen) in last 6 months	384	11.0%	79
HH used fish/seafood (fresh or frozen) in last 6 months	2,105	60.4%	110
HH used fresh fruit/vegetables in last 6 months	2,950	84.6%	100
HH used fresh milk in last 6 months	2,927	83.9%	101
HH used organic food in last 6 months	732	21.0%	87
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,900	26.5%	88
Exercise at club 2+ times per week	828	11.6%	80
Visited a doctor in last 12 months	5,174	72.2%	94
Used vitamin/dietary supplement in last 6 months	3,872	54.0%	99
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	831	23.8%	83
HH used any maid/professional cleaning service in last 12 months	481	13.8%	90
HH purchased low ticket HH furnishings in last 12 months	462	13.2%	74
HH purchased big ticket HH furnishings in last 12 months	731	21.0%	91
HH bought any small kitchen appliance in last 12 months	743	21.3%	91
HH bought any large kitchen appliance in last 12 months	407	11.7%	87
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,523	35.2%	80
Carry medical/hospital/accident insurance	4,686	65.4%	87
Carry homeowner/personal property insurance	2,725	38.0%	78
Carry renter's insurance	631	8.8%	95
HH has auto insurance: 1 vehicle in household covered	1,085	31.1%	107
HH has auto insurance: 2 vehicles in household covered	835	23.9%	87
HH has auto insurance: 3+ vehicles in household covered	649	18.6%	81
<b>Pets (Households)</b>			
Household owns any pet	1,826	52.4%	99
Household owns any cat	682	19.6%	85
Household owns any dog	1,428	41.0%	102
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,779	38.8%	107
Usually buy items on credit rather than wait	1,046	14.6%	107
Usually buy based on quality - not price	1,498	20.9%	111
Price is usually more important than brand name	2,167	30.2%	104
Usually use coupons for brands I buy often	1,357	18.9%	121
Am interested in how to help the environment	1,908	26.6%	127
Usually pay more for environ safe product	1,350	18.8%	126
Usually value green products over convenience	1,073	15.0%	129
Likely to buy a brand that supports a charity	2,413	33.7%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	794	11.1%	78
Bought hardcover book in last 12 months	1,167	16.3%	79
Bought paperback book in last 12 month	1,862	26.0%	92
Read any daily newspaper (paper version)	982	13.7%	93
Read any digital newspaper in last 30 days	2,584	36.0%	81
Read any magazine (paper/electronic version) in last 6 months	6,294	87.8%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,925	68.7%	95
Went to family restaurant/steak house: 4+ times a month	1,710	23.9%	97
Went to fast food/drive-in restaurant in last 6 months	6,289	87.7%	97
Went to fast food/drive-in restaurant 9+ times/month	2,748	38.3%	101
Fast food restaurant last 6 months: eat in	1,980	27.6%	85
Fast food restaurant last 6 months: home delivery	611	8.5%	96
Fast food restaurant last 6 months: take-out/drive-thru	3,107	43.3%	91
Fast food restaurant last 6 months: take-out/walk-in	1,248	17.4%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	3,121	43.5%	85
Own any e-reader	564	7.9%	77
Own e-reader/tablet: iPad	1,664	23.2%	76
HH has Internet connectable TV	1,180	33.8%	93
Own any portable MP3 player	798	11.1%	77
HH owns 1 TV	795	22.8%	108
HH owns 2 TVs	919	26.4%	99
HH owns 3 TVs	635	18.2%	86
HH owns 4+ TVs	538	15.4%	88
HH subscribes to cable TV	1,373	39.4%	99
HH subscribes to fiber optic	138	4.0%	68
HH owns portable GPS navigation device	478	13.7%	71
HH purchased video game system in last 12 months	273	7.8%	95
HH owns any Internet video device for TV	1,013	29.1%	87
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	3,197	44.6%	83
Took 3+ domestic non-business trips in last 12 months	767	10.7%	84
Spent on domestic vacations in last 12 months: \$1-999	633	8.8%	84
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	424	5.9%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	253	3.5%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	210	2.9%	67
Spent on domestic vacations in last 12 months: \$3,000+	379	5.3%	74
Domestic travel in last 12 months: used general travel website	392	5.5%	82
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,993	27.8%	91
Took 3+ foreign trips by plane in last 3 years	385	5.4%	80
Spent on foreign vacations in last 12 months: \$1-999	333	4.6%	85
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	336	4.7%	104
Spent on foreign vacations in last 12 months: \$3,000+	445	6.2%	87
Foreign travel in last 3 years: used general travel website	338	4.7%	75
Nights spent in hotel/motel in last 12 months: any	2,717	37.9%	81
Took cruise of more than one day in last 3 years	668	9.3%	96
Member of any frequent flyer program	1,079	15.1%	73
Member of any hotel rewards program	1,305	18.2%	85

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## Retail Market Potential

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Demographic Summary		2021	2026
Population		29,790	31,979
Population 18+		21,929	23,593
Households		10,717	11,515
Median Household Income		\$73,365	\$80,522

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,798	44.7%	91
Bought any women's clothing in last 12 months	10,140	46.2%	102
Bought any shoes in last 12 months	11,727	53.5%	100
Bought costume jewelry in last 12 months	3,878	17.7%	110
Bought any fine jewelry in last 12 months	3,832	17.5%	95
Bought a watch in last 12 months	3,071	14.0%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,953	83.5%	97
HH bought/leased new vehicle last 12 months	1,024	9.6%	105
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	18,165	82.8%	97
Bought/changed motor oil in last 12 months	9,507	43.4%	96
Had tune-up in last 12 months	4,699	21.4%	89
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	16,275	74.2%	105
Drank non-diet (regular) in last 6 months	9,610	43.8%	104
Drank beer/ale in last 6 months	8,806	40.2%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,586	7.2%	90
Own digital SLR camera/camcorder	1,607	7.3%	92
Printed digital photos in last 12 months	4,902	22.4%	101
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,221	32.9%	102
Have a smartphone	19,192	87.5%	98
Have a smartphone: Android phone (any brand)	9,475	43.2%	106
Have a smartphone: Apple iPhone	9,553	43.6%	91
Number of cell phones in household: 1	3,238	30.2%	100
Number of cell phones in household: 2	3,598	33.6%	88
Number of cell phones in household: 3+	3,573	33.3%	112
HH has cell phone only (no landline telephone)	6,767	63.1%	98
<b>Computers (Households)</b>			
HH owns a computer	7,353	68.6%	92
HH owns desktop computer	3,408	31.8%	91
HH owns laptop/notebook	5,698	53.2%	90
HH owns any Apple/Mac brand computer	2,100	19.6%	98
HH owns any PC/non-Apple brand computer	5,809	54.2%	89
HH purchased most recent computer in a store	3,115	29.1%	83
HH purchased most recent computer online	1,535	14.3%	91
HH spent \$1-\$499 on most recent home computer	1,255	11.7%	82
HH spent \$500-\$999 on most recent home computer	1,261	11.8%	71
HH spent \$1,000-\$1,499 on most recent home computer	1,093	10.2%	99
HH spent \$1,500-\$1,999 on most recent home computer	541	5.0%	102
HH spent \$2,000+ on most recent home computer	488	4.6%	103

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	12,151	55.4%	90
Bought brewed coffee at convenience store in last 30 days	2,287	10.4%	83
Bought cigarettes at convenience store in last 30 days	1,620	7.4%	81
Bought gas at convenience store in last 30 days	7,642	34.8%	95
Spent at convenience store in last 30 days: \$1-19	1,441	6.6%	94
Spent at convenience store in last 30 days: \$20-\$39	1,717	7.8%	84
Spent at convenience store in last 30 days: \$40-\$50	1,612	7.4%	91
Spent at convenience store in last 30 days: \$51-\$99	1,023	4.7%	84
Spent at convenience store in last 30 days: \$100+	4,968	22.7%	103
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	13,355	60.9%	102
Went to live theater in last 12 months	2,350	10.7%	87
Went to a bar/night club in last 12 months	3,257	14.9%	84
Dined out in last 12 months	9,667	44.1%	87
Gambled at a casino in last 12 months	2,756	12.6%	95
Visited a theme park in last 12 months	3,700	16.9%	91
Viewed movie (video-on-demand) in last 30 days	3,338	15.2%	102
Viewed TV show (video-on-demand) in last 30 days	2,209	10.1%	99
Watched any pay-per-view TV in last 12 months	1,486	6.8%	91
Downloaded a movie over the Internet in last 30 days	1,751	8.0%	85
Downloaded any individual song in last 6 months	3,542	16.2%	87
Used internet to watch a movie online in the last 30 days	7,229	33.0%	102
Used internet to watch a TV program online in last 30 days	3,592	16.4%	77
Played a video/electronic game (console) in last 12 months	2,364	10.8%	114
Played a video/electronic game (portable) in last 12 months	1,514	6.9%	142
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,835	26.6%	82
Used ATM/cash machine in last 12 months	11,057	50.4%	94
Own any stock	1,880	8.6%	103
Own U.S. savings bond	968	4.4%	90
Own shares in mutual fund (stock)	1,740	7.9%	98
Own shares in mutual fund (bonds)	1,132	5.2%	99
Have interest checking account	5,681	25.9%	87
Have non-interest checking account	6,530	29.8%	97
Have savings account	11,755	53.6%	90
Have 401K retirement savings plan	3,355	15.3%	88
Own/used any credit/debit card in last 12 months	16,374	74.7%	90
Avg monthly credit card expenditures: \$1-110	2,250	10.3%	90
Avg monthly credit card expenditures: \$111-\$225	1,605	7.3%	100
Avg monthly credit card expenditures: \$226-\$450	1,581	7.2%	98
Avg monthly credit card expenditures: \$451-\$700	1,529	7.0%	102
Avg monthly credit card expenditures: \$701-\$1,000	1,331	6.1%	96
Avg monthly credit card expenditures: \$1001-2000	1,812	8.3%	104
Avg monthly credit card expenditures: \$2001+	1,478	6.7%	99
Did banking online in last 12 months	8,207	37.4%	87
Did banking on mobile device in last 12 months	5,806	26.5%	82
Paid bills online in last 12 months	10,725	48.9%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	7,434	69.4%	102
HH used bread in last 6 months	10,152	94.7%	101
HH used chicken (fresh or frozen) in last 6 months	7,320	68.3%	103
HH used turkey (fresh or frozen) in last 6 months	1,308	12.2%	87
HH used fish/seafood (fresh or frozen) in last 6 months	6,555	61.2%	111
HH used fresh fruit/vegetables in last 6 months	9,352	87.3%	104
HH used fresh milk in last 6 months	9,182	85.7%	103
HH used organic food in last 6 months	2,435	22.7%	95
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,361	29.0%	97
Exercise at club 2+ times per week	2,925	13.3%	93
Visited a doctor in last 12 months	16,185	73.8%	96
Used vitamin/dietary supplement in last 6 months	12,292	56.1%	102
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	2,777	25.9%	90
HH used any maid/professional cleaning service in last 12 months	1,750	16.3%	106
HH purchased low ticket HH furnishings in last 12 months	1,504	14.0%	78
HH purchased big ticket HH furnishings in last 12 months	2,409	22.5%	97
HH bought any small kitchen appliance in last 12 months	2,281	21.3%	91
HH bought any large kitchen appliance in last 12 months	1,300	12.1%	91
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	8,123	37.0%	84
Carry medical/hospital/accident insurance	14,953	68.2%	91
Carry homeowner/personal property insurance	9,181	41.9%	86
Carry renter's insurance	1,817	8.3%	90
HH has auto insurance: 1 vehicle in household covered	3,146	29.4%	101
HH has auto insurance: 2 vehicles in household covered	2,813	26.2%	95
HH has auto insurance: 3+ vehicles in household covered	2,149	20.1%	88
<b>Pets (Households)</b>			
Household owns any pet	5,441	50.8%	96
Household owns any cat	2,008	18.7%	81
Household owns any dog	4,173	38.9%	97
<b>Psychographics (Adults)</b>			
Buying American is important to me	8,133	37.1%	102
Usually buy items on credit rather than wait	3,127	14.3%	105
Usually buy based on quality - not price	4,520	20.6%	110
Price is usually more important than brand name	6,580	30.0%	103
Usually use coupons for brands I buy often	4,366	19.9%	127
Am interested in how to help the environment	5,879	26.8%	128
Usually pay more for environ safe product	4,233	19.3%	129
Usually value green products over convenience	3,321	15.1%	130
Likely to buy a brand that supports a charity	7,246	33.0%	93
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,798	12.8%	90
Bought hardcover book in last 12 months	4,140	18.9%	91
Bought paperback book in last 12 month	5,892	26.9%	95
Read any daily newspaper (paper version)	3,382	15.4%	105
Read any digital newspaper in last 30 days	8,870	40.4%	90
Read any magazine (paper/electronic version) in last 6 months	19,465	88.8%	98

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December 03, 2021



## Retail Market Potential

413 E Wadley Ave, Midland, Texas, 79705  
Ring: 2 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03092  
Longitude: -102.07730

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	15,297	69.8%	96
Went to family restaurant/steak house: 4+ times a month	5,357	24.4%	99
Went to fast food/drive-in restaurant in last 6 months	19,392	88.4%	98
Went to fast food/drive-in restaurant 9+ times/month	8,210	37.4%	98
Fast food restaurant last 6 months: eat in	6,744	30.8%	95
Fast food restaurant last 6 months: home delivery	1,999	9.1%	102
Fast food restaurant last 6 months: take-out/drive-thru	9,428	43.0%	90
Fast food restaurant last 6 months: take-out/walk-in	4,278	19.5%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	10,298	47.0%	92
Own any e-reader	2,186	10.0%	97
Own e-reader/tablet: iPad	6,210	28.3%	92
HH has Internet connectable TV	3,807	35.5%	97
Own any portable MP3 player	2,592	11.8%	81
HH owns 1 TV	2,200	20.5%	97
HH owns 2 TVs	2,843	26.5%	100
HH owns 3 TVs	2,055	19.2%	91
HH owns 4+ TVs	1,869	17.4%	99
HH subscribes to cable TV	4,558	42.5%	107
HH subscribes to fiber optic	600	5.6%	96
HH owns portable GPS navigation device	1,722	16.1%	83
HH purchased video game system in last 12 months	841	7.8%	96
HH owns any Internet video device for TV	3,238	30.2%	90
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	10,576	48.2%	90
Took 3+ domestic non-business trips in last 12 months	2,602	11.9%	93
Spent on domestic vacations in last 12 months: \$1-999	1,976	9.0%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,539	7.0%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	887	4.0%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	889	4.1%	93
Spent on domestic vacations in last 12 months: \$3,000+	1,549	7.1%	99
Domestic travel in last 12 months: used general travel website	1,578	7.2%	107
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,966	31.8%	104
Took 3+ foreign trips by plane in last 3 years	1,482	6.8%	101
Spent on foreign vacations in last 12 months: \$1-999	1,259	5.7%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,099	5.0%	112
Spent on foreign vacations in last 12 months: \$3,000+	1,759	8.0%	112
Foreign travel in last 3 years: used general travel website	1,313	6.0%	95
Nights spent in hotel/motel in last 12 months: any	8,980	41.0%	88
Took cruise of more than one day in last 3 years	2,160	9.8%	101
Member of any frequent flyer program	4,214	19.2%	93
Member of any hotel rewards program	4,490	20.5%	96

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## Retail Market Potential

413 E Wadley Ave, Midland, Texas, 79705  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03092  
Longitude: -102.07730

Demographic Summary		2021	2026
Population		60,511	64,447
Population 18+		45,378	48,350
Households		22,353	23,786
Median Household Income		\$77,241	\$88,131

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	21,449	47.3%	96
Bought any women's clothing in last 12 months	20,833	45.9%	102
Bought any shoes in last 12 months	24,374	53.7%	101
Bought costume jewelry in last 12 months	7,738	17.1%	106
Bought any fine jewelry in last 12 months	7,780	17.1%	93
Bought a watch in last 12 months	6,496	14.3%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	19,247	86.1%	100
HH bought/leased new vehicle last 12 months	2,096	9.4%	103
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	38,734	85.4%	100
Bought/changed motor oil in last 12 months	20,679	45.6%	100
Had tune-up in last 12 months	10,458	23.0%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	32,890	72.5%	102
Drank non-diet (regular) in last 6 months	19,461	42.9%	102
Drank beer/ale in last 6 months	18,237	40.2%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,562	7.8%	97
Own digital SLR camera/camcorder	3,582	7.9%	99
Printed digital photos in last 12 months	10,301	22.7%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	14,656	32.3%	100
Have a smartphone	40,012	88.2%	99
Have a smartphone: Android phone (any brand)	19,144	42.2%	104
Have a smartphone: Apple iPhone	20,543	45.3%	94
Number of cell phones in household: 1	6,941	31.1%	103
Number of cell phones in household: 2	8,097	36.2%	95
Number of cell phones in household: 3+	6,765	30.3%	102
HH has cell phone only (no landline telephone)	14,044	62.8%	97
<b>Computers (Households)</b>			
HH owns a computer	16,017	71.7%	96
HH owns desktop computer	7,458	33.4%	96
HH owns laptop/notebook	12,566	56.2%	96
HH owns any Apple/Mac brand computer	4,355	19.5%	97
HH owns any PC/non-Apple brand computer	12,863	57.5%	95
HH purchased most recent computer in a store	7,297	32.6%	93
HH purchased most recent computer online	3,343	15.0%	95
HH spent \$1-\$499 on most recent home computer	2,989	13.4%	94
HH spent \$500-\$999 on most recent home computer	3,141	14.1%	85
HH spent \$1,000-\$1,499 on most recent home computer	2,304	10.3%	100
HH spent \$1,500-\$1,999 on most recent home computer	1,131	5.1%	102
HH spent \$2,000+ on most recent home computer	1,029	4.6%	104

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December 03, 2021



## Retail Market Potential

413 E Wadley Ave, Midland, Texas, 79705  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03092  
Longitude: -102.07730

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	26,491	58.4%	95
Bought brewed coffee at convenience store in last 30 days	4,988	11.0%	87
Bought cigarettes at convenience store in last 30 days	3,822	8.4%	92
Bought gas at convenience store in last 30 days	16,807	37.0%	101
Spent at convenience store in last 30 days: \$1-19	3,143	6.9%	99
Spent at convenience store in last 30 days: \$20-\$39	3,820	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	3,387	7.5%	92
Spent at convenience store in last 30 days: \$51-\$99	2,318	5.1%	92
Spent at convenience store in last 30 days: \$100+	10,407	22.9%	105
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	27,383	60.3%	102
Went to live theater in last 12 months	5,505	12.1%	98
Went to a bar/night club in last 12 months	7,121	15.7%	89
Dined out in last 12 months	21,870	48.2%	95
Gambled at a casino in last 12 months	5,819	12.8%	97
Visited a theme park in last 12 months	7,429	16.4%	88
Viewed movie (video-on-demand) in last 30 days	6,995	15.4%	103
Viewed TV show (video-on-demand) in last 30 days	4,522	10.0%	98
Watched any pay-per-view TV in last 12 months	3,196	7.0%	95
Downloaded a movie over the Internet in last 30 days	3,980	8.8%	93
Downloaded any individual song in last 6 months	7,877	17.4%	94
Used internet to watch a movie online in the last 30 days	14,295	31.5%	97
Used internet to watch a TV program online in last 30 days	8,420	18.6%	88
Played a video/electronic game (console) in last 12 months	4,580	10.1%	106
Played a video/electronic game (portable) in last 12 months	2,668	5.9%	121
<b>Financial (Adults)</b>			
Have home mortgage (1st)	13,573	29.9%	92
Used ATM/cash machine in last 12 months	23,905	52.7%	98
Own any stock	4,145	9.1%	110
Own U.S. savings bond	2,201	4.9%	99
Own shares in mutual fund (stock)	3,924	8.6%	107
Own shares in mutual fund (bonds)	2,539	5.6%	107
Have interest checking account	13,123	28.9%	97
Have non-interest checking account	13,731	30.3%	99
Have savings account	25,771	56.8%	95
Have 401K retirement savings plan	7,681	16.9%	97
Own/used any credit/debit card in last 12 months	35,802	78.9%	95
Avg monthly credit card expenditures: \$1-110	4,947	10.9%	96
Avg monthly credit card expenditures: \$111-\$225	3,214	7.1%	97
Avg monthly credit card expenditures: \$226-\$450	3,171	7.0%	95
Avg monthly credit card expenditures: \$451-\$700	3,248	7.2%	105
Avg monthly credit card expenditures: \$701-\$1,000	2,887	6.4%	100
Avg monthly credit card expenditures: \$1001-2000	3,773	8.3%	105
Avg monthly credit card expenditures: \$2001+	3,203	7.1%	103
Did banking online in last 12 months	18,540	40.9%	95
Did banking on mobile device in last 12 months	13,186	29.1%	90
Paid bills online in last 12 months	23,403	51.6%	94

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December 03, 2021



## Retail Market Potential

413 E Wadley Ave, Midland, Texas, 79705  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03092  
Longitude: -102.07730

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	15,589	69.7%	103
HH used bread in last 6 months	21,151	94.6%	101
HH used chicken (fresh or frozen) in last 6 months	15,084	67.5%	101
HH used turkey (fresh or frozen) in last 6 months	2,929	13.1%	94
HH used fish/seafood (fresh or frozen) in last 6 months	13,036	58.3%	106
HH used fresh fruit/vegetables in last 6 months	19,190	85.8%	102
HH used fresh milk in last 6 months	18,931	84.7%	102
HH used organic food in last 6 months	5,075	22.7%	95
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	13,190	29.1%	97
Exercise at club 2+ times per week	6,136	13.5%	94
Visited a doctor in last 12 months	34,488	76.0%	99
Used vitamin/dietary supplement in last 6 months	25,183	55.5%	101
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	6,257	28.0%	98
HH used any maid/professional cleaning service in last 12 months	3,614	16.2%	105
HH purchased low ticket HH furnishings in last 12 months	3,551	15.9%	88
HH purchased big ticket HH furnishings in last 12 months	5,177	23.2%	100
HH bought any small kitchen appliance in last 12 months	4,988	22.3%	95
HH bought any large kitchen appliance in last 12 months	2,832	12.7%	95
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	19,001	41.9%	95
Carry medical/hospital/accident insurance	32,689	72.0%	96
Carry homeowner/personal property insurance	21,388	47.1%	97
Carry renter's insurance	3,898	8.6%	93
HH has auto insurance: 1 vehicle in household covered	6,568	29.4%	101
HH has auto insurance: 2 vehicles in household covered	6,218	27.8%	101
HH has auto insurance: 3+ vehicles in household covered	4,850	21.7%	95
<b>Pets (Households)</b>			
Household owns any pet	11,961	53.5%	101
Household owns any cat	4,814	21.5%	93
Household owns any dog	9,147	40.9%	101
<b>Psychographics (Adults)</b>			
Buying American is important to me	17,255	38.0%	105
Usually buy items on credit rather than wait	6,267	13.8%	101
Usually buy based on quality - not price	8,981	19.8%	105
Price is usually more important than brand name	13,662	30.1%	103
Usually use coupons for brands I buy often	8,202	18.1%	115
Am interested in how to help the environment	10,653	23.5%	112
Usually pay more for environ safe product	7,741	17.1%	114
Usually value green products over convenience	5,941	13.1%	113
Likely to buy a brand that supports a charity	15,313	33.7%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	6,330	13.9%	98
Bought hardcover book in last 12 months	9,214	20.3%	98
Bought paperback book in last 12 month	12,486	27.5%	97
Read any daily newspaper (paper version)	7,275	16.0%	109
Read any digital newspaper in last 30 days	19,251	42.4%	95
Read any magazine (paper/electronic version) in last 6 months	40,711	89.7%	99

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## Retail Market Potential

413 E Wadley Ave, Midland, Texas, 79705  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 32.03092  
Longitude: -102.07730

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	32,322	71.2%	98
Went to family restaurant/steak house: 4+ times a month	11,353	25.0%	101
Went to fast food/drive-in restaurant in last 6 months	40,627	89.5%	99
Went to fast food/drive-in restaurant 9+ times/month	17,231	38.0%	100
Fast food restaurant last 6 months: eat in	14,393	31.7%	98
Fast food restaurant last 6 months: home delivery	3,988	8.8%	99
Fast food restaurant last 6 months: take-out/drive-thru	21,193	46.7%	98
Fast food restaurant last 6 months: take-out/walk-in	8,725	19.2%	94
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	22,683	50.0%	98
Own any e-reader	4,560	10.0%	98
Own e-reader/tablet: iPad	13,630	30.0%	98
HH has Internet connectable TV	8,199	36.7%	100
Own any portable MP3 player	5,875	12.9%	89
HH owns 1 TV	4,593	20.5%	97
HH owns 2 TVs	5,967	26.7%	101
HH owns 3 TVs	4,602	20.6%	97
HH owns 4+ TVs	3,949	17.7%	101
HH subscribes to cable TV	9,123	40.8%	103
HH subscribes to fiber optic	1,248	5.6%	96
HH owns portable GPS navigation device	4,106	18.4%	95
HH purchased video game system in last 12 months	1,624	7.3%	88
HH owns any Internet video device for TV	6,923	31.0%	93
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	23,103	50.9%	95
Took 3+ domestic non-business trips in last 12 months	5,807	12.8%	101
Spent on domestic vacations in last 12 months: \$1-999	4,446	9.8%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,002	6.6%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,857	4.1%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,044	4.5%	104
Spent on domestic vacations in last 12 months: \$3,000+	3,325	7.3%	103
Domestic travel in last 12 months: used general travel website	3,136	6.9%	103
Took foreign trip (including Alaska and Hawaii) in last 3 years	13,615	30.0%	98
Took 3+ foreign trips by plane in last 3 years	2,925	6.4%	97
Spent on foreign vacations in last 12 months: \$1-999	2,511	5.5%	102
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,040	4.5%	100
Spent on foreign vacations in last 12 months: \$3,000+	3,402	7.5%	105
Foreign travel in last 3 years: used general travel website	2,665	5.9%	93
Nights spent in hotel/motel in last 12 months: any	19,853	43.8%	94
Took cruise of more than one day in last 3 years	4,355	9.6%	98
Member of any frequent flyer program	9,046	19.9%	97
Member of any hotel rewards program	9,678	21.3%	100

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