



# Retail Market Potential

404 Veterans Airpark Ln, Midland, Texas, 79705 2  
 404 Veterans Airpark Ln, Midland, Texas, 79705  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.08781

Demographic Summary	2017	2022
Population	6,678	7,522
Population 18+	5,047	5,644
Households	2,427	2,743
Median Household Income	\$59,453	\$66,490

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	2,291	45.4%	95
Bought any women's clothing in last 12 months	2,212	43.8%	101
Bought clothing for child <13 years in last 6 months	1,288	25.5%	93
Bought any shoes in last 12 months	2,758	54.6%	102
Bought costume jewelry in last 12 months	1,022	20.2%	106
Bought any fine jewelry in last 12 months	979	19.4%	107
Bought a watch in last 12 months	785	15.6%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,131	87.8%	103
HH bought/leased new vehicle last 12 mo	239	9.8%	100
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,385	86.9%	102
Bought/changed motor oil in last 12 months	2,297	45.5%	94
Had tune-up in last 12 months	1,554	30.8%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,430	68.0%	102
Drank regular cola in last 6 months	2,140	42.4%	96
Drank beer/ale in last 6 months	2,143	42.5%	100
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,036	20.5%	97
Own digital SLR camera/camcorder	425	8.4%	101
Printed digital photos in last 12 months	744	14.7%	106
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,822	36.1%	100
Have a smartphone	3,507	69.5%	104
Have a smartphone: Android phone (any brand)	1,624	32.2%	101
Have a smartphone: Apple iPhone	1,654	32.8%	107
Number of cell phones in household: 1	772	31.8%	99
Number of cell phones in household: 2	883	36.4%	97
Number of cell phones in household: 3+	652	26.9%	103
HH has cell phone only (no landline telephone)	1,014	41.8%	92
<b>Computers (Households)</b>			
HH owns a computer	1,882	77.5%	102
HH owns desktop computer	1,046	43.1%	101
HH owns laptop/notebook	1,387	57.1%	103
HH owns any Apple/Mac brand computer	400	16.5%	107
HH owns any PC/non-Apple brand computer	1,613	66.5%	100
HH purchased most recent computer in a store	902	37.2%	99
HH purchased most recent computer online	301	12.4%	95
Spent <\$500 on most recent home computer	345	14.2%	93
Spent \$500-\$999 on most recent home computer	478	19.7%	108
Spent \$1,000-\$1,499 on most recent home computer	198	8.2%	90
Spent \$1,500-\$1,999 on most recent home computer	109	4.5%	105
Spent \$2,000+ on most recent home computer	90	3.7%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



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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	2,426	48.1%	96
Bought brewed coffee at convenience store in last 30 days	767	15.2%	98
Bought cigarettes at convenience store in last 30 days	561	11.1%	92
Bought gas at convenience store in last 30 days	1,525	30.2%	89
Spent at convenience store in last 30 days: <\$20	394	7.8%	99
Spent at convenience store in last 30 days: \$20-\$39	481	9.5%	104
Spent at convenience store in last 30 days: \$40-\$50	395	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	188	3.7%	80
Spent at convenience store in last 30 days: \$100+	1,184	23.5%	100
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,180	63.0%	107
Went to live theater in last 12 months	672	13.3%	102
Went to a bar/night club in last 12 months	849	16.8%	100
Dined out in last 12 months	2,306	45.7%	101
Gambled at a casino in last 12 months	732	14.5%	105
Visited a theme park in last 12 months	950	18.8%	105
Viewed movie (video-on-demand) in last 30 days	1,068	21.2%	116
Viewed TV show (video-on-demand) in last 30 days	715	14.2%	108
Watched any pay-per-view TV in last 12 months	678	13.4%	108
Downloaded a movie over the Internet in last 30 days	452	9.0%	108
Downloaded any individual song in last 6 months	1,148	22.7%	107
Watched a movie online in the last 30 days	1,080	21.4%	114
Watched a TV program online in last 30 days	978	19.4%	114
Played a video/electronic game (console) in last 12 months	520	10.3%	104
Played a video/electronic game (portable) in last 12 months	223	4.4%	98
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,459	28.9%	94
Used ATM/cash machine in last 12 months	2,636	52.2%	105
Own any stock	348	6.9%	95
Own U.S. savings bond	233	4.6%	90
Own shares in mutual fund (stock)	326	6.5%	88
Own shares in mutual fund (bonds)	245	4.9%	96
Have interest checking account	1,355	26.8%	99
Have non-interest checking account	1,511	29.9%	102
Have savings account	2,760	54.7%	100
Have 401K retirement savings plan	749	14.8%	101
Own/used any credit/debit card in last 12 months	3,780	74.9%	99
Avg monthly credit card expenditures: <\$111	622	12.3%	103
Avg monthly credit card expenditures: \$111-\$225	382	7.6%	107
Avg monthly credit card expenditures: \$226-\$450	333	6.6%	100
Avg monthly credit card expenditures: \$451-\$700	246	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	225	4.5%	96
Avg monthly credit card expenditures: \$1,001+	487	9.6%	104
Did banking online in last 12 months	1,968	39.0%	107
Did banking on mobile device in last 12 months	879	17.4%	101
Paid bills online in last 12 months	2,370	47.0%	105

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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	1,687	69.5%	100
Used bread in last 6 months	2,267	93.4%	99
Used chicken (fresh or frozen) in last 6 months	1,650	68.0%	98
Used turkey (fresh or frozen) in last 6 months	404	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,311	54.0%	99
Used fresh fruit/vegetables in last 6 months	2,132	87.8%	101
Used fresh milk in last 6 months	2,134	87.9%	101
Used organic food in last 6 months	506	20.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,390	27.5%	95
Exercise at club 2+ times per week	707	14.0%	105
Visited a doctor in last 12 months	3,879	76.9%	102
Used vitamin/dietary supplement in last 6 months	2,734	54.2%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	640	26.4%	97
Used housekeeper/maid/professional HH cleaning service in last 12	361	14.9%	111
Purchased low ticket HH furnishings in last 12 months	377	15.5%	95
Purchased big ticket HH furnishings in last 12 months	531	21.9%	102
Bought any small kitchen appliance in last 12 months	543	22.4%	101
Bought any large kitchen appliance in last 12 months	277	11.4%	90
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,052	40.7%	94
Carry medical/hospital/accident insurance	3,499	69.3%	100
Carry homeowner insurance	2,318	45.9%	98
Carry renter's insurance	482	9.6%	109
Have auto insurance: 1 vehicle in household covered	832	34.3%	110
Have auto insurance: 2 vehicles in household covered	719	29.6%	104
Have auto insurance: 3+ vehicles in household covered	471	19.4%	90
<b>Pets (Households)</b>			
Household owns any pet	1,278	52.7%	97
Household owns any cat	533	22.0%	97
Household owns any dog	967	39.8%	96
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,052	40.7%	98
Usually buy items on credit rather than wait	629	12.5%	102
Usually buy based on quality - not price	944	18.7%	102
Price is usually more important than brand name	1,388	27.5%	103
Usually use coupons for brands I buy often	922	18.3%	100
Am interested in how to help the environment	980	19.4%	118
Usually pay more for environ safe product	798	15.8%	118
Usually value green products over convenience	600	11.9%	110
Likely to buy a brand that supports a charity	1,660	32.9%	94
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	752	14.9%	105
Bought hardcover book in last 12 months	951	18.8%	92
Bought paperback book in last 12 month	1,365	27.0%	91
Read any daily newspaper (paper version)	1,222	24.2%	100
Read any digital newspaper in last 30 days	1,711	33.9%	99
Read any magazine (paper/electronic version) in last 6 months	4,512	89.4%	99

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,735	74.0%	99
Went to family restaurant/steak house: 4+ times a month	1,409	27.9%	102
Went to fast food/drive-in restaurant in last 6 months	4,483	88.8%	99
Went to fast food/drive-in restaurant 9+ times/mo	1,915	37.9%	97
Fast food/drive-in last 6 months: eat in	1,858	36.8%	101
Fast food/drive-in last 6 months: home delivery	336	6.7%	86
Fast food/drive-in last 6 months: take-out/drive-thru	2,240	44.4%	96
Fast food/drive-in last 6 months: take-out/walk-in	958	19.0%	94
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,728	34.2%	102
Own any e-reader	433	8.6%	99
Own e-reader/tablet: iPad	1,105	21.9%	106
HH has Internet connectable TV	517	21.3%	106
Own any portable MP3 player	1,447	28.7%	103
HH owns 1 TV	543	22.4%	108
HH owns 2 TVs	619	25.5%	98
HH owns 3 TVs	537	22.1%	103
HH owns 4+ TVs	411	16.9%	93
HH subscribes to cable TV	1,280	52.7%	110
HH subscribes to fiber optic	250	10.3%	129
HH owns portable GPS navigation device	647	26.7%	98
HH purchased video game system in last 12 mos	188	7.7%	100
HH owns Internet video device for TV	262	10.8%	98
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,706	53.6%	105
Took 3+ domestic non-business trips in last 12 months	567	11.2%	101
Spent on domestic vacations in last 12 months: <\$1,000	561	11.1%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	297	5.9%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	177	3.5%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	178	3.5%	93
Spent on domestic vacations in last 12 months: \$3,000+	291	5.8%	101
Domestic travel in the 12 months: used general travel website	376	7.4%	106
Foreign travel in last 3 years	1,377	27.3%	113
Took 3+ foreign trips by plane in last 3 years	265	5.3%	119
Spent on foreign vacations in last 12 months: <\$1,000	245	4.9%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	178	3.5%	101
Spent on foreign vacations in last 12 months: \$3,000+	306	6.1%	120
Foreign travel in last 3 years: used general travel website	379	7.5%	131
Nights spent in hotel/motel in last 12 months: any	2,240	44.4%	107
Took cruise of more than one day in last 3 years	443	8.8%	110
Member of any frequent flyer program	937	18.6%	114
Member of any hotel rewards program	781	15.5%	104

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Demographic Summary	2017	2022
Population	30,765	33,795
Population 18+	23,153	25,445
Households	11,802	12,945
Median Household Income	\$58,743	\$65,667

  

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	10,651	46.0%	97
Bought any women's clothing in last 12 months	10,115	43.7%	101
Bought clothing for child <13 years in last 6 months	5,935	25.6%	93
Bought any shoes in last 12 months	12,735	55.0%	102
Bought costume jewelry in last 12 months	4,724	20.4%	107
Bought any fine jewelry in last 12 months	4,390	19.0%	105
Bought a watch in last 12 months	3,476	15.0%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,226	86.6%	101
HH bought/leased new vehicle last 12 mo	1,171	9.9%	101
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	20,063	86.7%	102
Bought/changed motor oil in last 12 months	11,201	48.4%	100
Had tune-up in last 12 months	6,897	29.8%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	15,265	65.9%	99
Drank regular cola in last 6 months	10,318	44.6%	101
Drank beer/ale in last 6 months	10,270	44.4%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	4,879	21.1%	99
Own digital SLR camera/camcorder	1,982	8.6%	103
Printed digital photos in last 12 months	3,291	14.2%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	8,279	35.8%	99
Have a smartphone	15,470	66.8%	100
Have a smartphone: Android phone (any brand)	7,489	32.3%	101
Have a smartphone: Apple iPhone	7,010	30.3%	99
Number of cell phones in household: 1	3,740	31.7%	99
Number of cell phones in household: 2	4,324	36.6%	97
Number of cell phones in household: 3+	3,089	26.2%	100
HH has cell phone only (no landline telephone)	5,387	45.6%	101
<b>Computers (Households)</b>			
HH owns a computer	8,703	73.7%	97
HH owns desktop computer	4,812	40.8%	96
HH owns laptop/notebook	6,380	54.1%	97
HH owns any Apple/Mac brand computer	1,972	16.7%	109
HH owns any PC/non-Apple brand computer	7,403	62.7%	95
HH purchased most recent computer in a store	4,166	35.3%	94
HH purchased most recent computer online	1,457	12.3%	95
Spent <\$500 on most recent home computer	1,543	13.1%	85
Spent \$500-\$999 on most recent home computer	2,010	17.0%	93
Spent \$1,000-\$1,499 on most recent home computer	1,025	8.7%	95
Spent \$1,500-\$1,999 on most recent home computer	575	4.9%	114
Spent \$2,000+ on most recent home computer	451	3.8%	107

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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	11,183	48.3%	97
Bought brewed coffee at convenience store in last 30 days	3,490	15.1%	97
Bought cigarettes at convenience store in last 30 days	2,481	10.7%	88
Bought gas at convenience store in last 30 days	7,290	31.5%	93
Spent at convenience store in last 30 days: <\$20	1,896	8.2%	104
Spent at convenience store in last 30 days: \$20-\$39	2,174	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	1,653	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	1,054	4.6%	98
Spent at convenience store in last 30 days: \$100+	5,160	22.3%	95
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	13,836	59.8%	101
Went to live theater in last 12 months	3,193	13.8%	106
Went to a bar/night club in last 12 months	4,035	17.4%	104
Dined out in last 12 months	10,378	44.8%	99
Gambled at a casino in last 12 months	3,240	14.0%	101
Visited a theme park in last 12 months	4,200	18.1%	101
Viewed movie (video-on-demand) in last 30 days	4,470	19.3%	105
Viewed TV show (video-on-demand) in last 30 days	3,128	13.5%	103
Watched any pay-per-view TV in last 12 months	2,811	12.1%	98
Downloaded a movie over the Internet in last 30 days	2,010	8.7%	105
Downloaded any individual song in last 6 months	4,772	20.6%	97
Watched a movie online in the last 30 days	4,321	18.7%	99
Watched a TV program online in last 30 days	3,824	16.5%	97
Played a video/electronic game (console) in last 12 months	2,476	10.7%	108
Played a video/electronic game (portable) in last 12 months	1,042	4.5%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,547	28.3%	92
Used ATM/cash machine in last 12 months	11,545	49.9%	100
Own any stock	1,765	7.6%	105
Own U.S. savings bond	1,216	5.3%	102
Own shares in mutual fund (stock)	1,729	7.5%	102
Own shares in mutual fund (bonds)	1,244	5.4%	107
Have interest checking account	6,220	26.9%	99
Have non-interest checking account	6,761	29.2%	99
Have savings account	12,303	53.1%	97
Have 401K retirement savings plan	3,367	14.5%	99
Own/used any credit/debit card in last 12 months	17,027	73.5%	98
Avg monthly credit card expenditures: <\$111	2,548	11.0%	92
Avg monthly credit card expenditures: \$111-\$225	1,689	7.3%	103
Avg monthly credit card expenditures: \$226-\$450	1,493	6.4%	98
Avg monthly credit card expenditures: \$451-\$700	1,228	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,152	5.0%	108
Avg monthly credit card expenditures: \$1,001+	2,517	10.9%	118
Did banking online in last 12 months	8,369	36.1%	99
Did banking on mobile device in last 12 months	3,995	17.3%	100
Paid bills online in last 12 months	10,259	44.3%	99

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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	8,188	69.4%	100
Used bread in last 6 months	11,033	93.5%	100
Used chicken (fresh or frozen) in last 6 months	7,992	67.7%	98
Used turkey (fresh or frozen) in last 6 months	1,864	15.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	6,582	55.8%	102
Used fresh fruit/vegetables in last 6 months	10,242	86.8%	100
Used fresh milk in last 6 months	10,368	87.8%	100
Used organic food in last 6 months	2,577	21.8%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,546	28.3%	98
Exercise at club 2+ times per week	3,098	13.4%	100
Visited a doctor in last 12 months	17,057	73.7%	97
Used vitamin/dietary supplement in last 6 months	12,366	53.4%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,171	26.9%	99
Used housekeeper/maid/professional HH cleaning service in last 12	1,950	16.5%	124
Purchased low ticket HH furnishings in last 12 months	2,071	17.5%	108
Purchased big ticket HH furnishings in last 12 months	2,617	22.2%	104
Bought any small kitchen appliance in last 12 months	2,632	22.3%	101
Bought any large kitchen appliance in last 12 months	1,388	11.8%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,373	40.5%	94
Carry medical/hospital/accident insurance	15,476	66.8%	97
Carry homeowner insurance	10,365	44.8%	95
Carry renter's insurance	1,970	8.5%	97
Have auto insurance: 1 vehicle in household covered	3,942	33.4%	107
Have auto insurance: 2 vehicles in household covered	3,494	29.6%	104
Have auto insurance: 3+ vehicles in household covered	2,229	18.9%	87
<b>Pets (Households)</b>			
Household owns any pet	6,034	51.1%	94
Household owns any cat	2,321	19.7%	87
Household owns any dog	4,596	38.9%	94
<b>Psychographics (Adults)</b>			
Buying American is important to me	9,214	39.8%	96
Usually buy items on credit rather than wait	3,018	13.0%	106
Usually buy based on quality - not price	4,296	18.6%	101
Price is usually more important than brand name	6,083	26.3%	99
Usually use coupons for brands I buy often	4,440	19.2%	105
Am interested in how to help the environment	4,414	19.1%	116
Usually pay more for environ safe product	3,322	14.3%	107
Usually value green products over convenience	2,710	11.7%	108
Likely to buy a brand that supports a charity	7,798	33.7%	96
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,159	13.6%	96
Bought hardcover book in last 12 months	4,542	19.6%	96
Bought paperback book in last 12 month	6,658	28.8%	96
Read any daily newspaper (paper version)	5,593	24.2%	100
Read any digital newspaper in last 30 days	7,738	33.4%	98
Read any magazine (paper/electronic version) in last 6 months	20,577	88.9%	98

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## Retail Market Potential

404 Veterans Airpark Ln, Midland, Texas, 79705 2  
 404 Veterans Airpark Ln, Midland, Texas, 79705  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.08781

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	16,833	72.7%	97
Went to family restaurant/steak house: 4+ times a month	6,383	27.6%	101
Went to fast food/drive-in restaurant in last 6 months	20,683	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	8,961	38.7%	99
Fast food/drive-in last 6 months: eat in	8,485	36.6%	100
Fast food/drive-in last 6 months: home delivery	1,747	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	10,392	44.9%	98
Fast food/drive-in last 6 months: take-out/walk-in	4,397	19.0%	94
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	7,934	34.3%	102
Own any e-reader	2,128	9.2%	106
Own e-reader/tablet: iPad	5,016	21.7%	105
HH has Internet connectable TV	2,370	20.1%	100
Own any portable MP3 player	6,568	28.4%	101
HH owns 1 TV	2,539	21.5%	104
HH owns 2 TVs	3,080	26.1%	100
HH owns 3 TVs	2,541	21.5%	100
HH owns 4+ TVs	2,041	17.3%	95
HH subscribes to cable TV	6,256	53.0%	111
HH subscribes to fiber optic	1,219	10.3%	129
HH owns portable GPS navigation device	3,101	26.3%	97
HH purchased video game system in last 12 mos	826	7.0%	91
HH owns Internet video device for TV	1,352	11.5%	103
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,909	51.4%	101
Took 3+ domestic non-business trips in last 12 months	2,709	11.7%	105
Spent on domestic vacations in last 12 months: <\$1,000	2,420	10.5%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,475	6.4%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	867	3.7%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	902	3.9%	103
Spent on domestic vacations in last 12 months: \$3,000+	1,493	6.4%	113
Domestic travel in the 12 months: used general travel website	1,835	7.9%	113
Foreign travel in last 3 years	5,939	25.7%	106
Took 3+ foreign trips by plane in last 3 years	1,194	5.2%	117
Spent on foreign vacations in last 12 months: <\$1,000	1,094	4.7%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	845	3.6%	105
Spent on foreign vacations in last 12 months: \$3,000+	1,391	6.0%	119
Foreign travel in last 3 years: used general travel website	1,596	6.9%	120
Nights spent in hotel/motel in last 12 months: any	9,610	41.5%	100
Took cruise of more than one day in last 3 years	2,015	8.7%	109
Member of any frequent flyer program	4,214	18.2%	112
Member of any hotel rewards program	3,553	15.3%	103

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## Retail Market Potential

404 Veterans Airpark Ln, Midland, Texas, 79705 2  
 404 Veterans Airpark Ln, Midland, Texas, 79705  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.03596  
 Longitude: -102.08781

Demographic Summary	2017	2022
Population	59,579	65,296
Population 18+	44,812	49,133
Households	22,687	24,815
Median Household Income	\$62,704	\$71,007

  

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	21,076	47.0%	99
Bought any women's clothing in last 12 months	19,648	43.8%	101
Bought clothing for child <13 years in last 6 months	11,900	26.6%	97
Bought any shoes in last 12 months	24,699	55.1%	102
Bought costume jewelry in last 12 months	9,089	20.3%	106
Bought any fine jewelry in last 12 months	8,372	18.7%	104
Bought a watch in last 12 months	6,706	15.0%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	19,935	87.9%	103
HH bought/leased new vehicle last 12 mo	2,320	10.2%	104
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	39,359	87.8%	103
Bought/changed motor oil in last 12 months	22,663	50.6%	105
Had tune-up in last 12 months	13,351	29.8%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	29,460	65.7%	99
Drank regular cola in last 6 months	20,192	45.1%	102
Drank beer/ale in last 6 months	19,794	44.2%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	9,842	22.0%	103
Own digital SLR camera/camcorder	3,904	8.7%	105
Printed digital photos in last 12 months	6,471	14.4%	104
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	16,042	35.8%	99
Have a smartphone	29,837	66.6%	99
Have a smartphone: Android phone (any brand)	14,370	32.1%	101
Have a smartphone: Apple iPhone	13,624	30.4%	99
Number of cell phones in household: 1	7,038	31.0%	97
Number of cell phones in household: 2	8,524	37.6%	100
Number of cell phones in household: 3+	5,969	26.3%	101
HH has cell phone only (no landline telephone)	10,447	46.0%	102
<b>Computers (Households)</b>			
HH owns a computer	17,005	75.0%	98
HH owns desktop computer	9,497	41.9%	98
HH owns laptop/notebook	12,415	54.7%	99
HH owns any Apple/Mac brand computer	3,639	16.0%	104
HH owns any PC/non-Apple brand computer	14,649	64.6%	97
HH purchased most recent computer in a store	8,272	36.5%	98
HH purchased most recent computer online	2,904	12.8%	98
Spent <\$500 on most recent home computer	3,139	13.8%	90
Spent \$500-\$999 on most recent home computer	3,969	17.5%	96
Spent \$1,000-\$1,499 on most recent home computer	2,065	9.1%	100
Spent \$1,500-\$1,999 on most recent home computer	1,095	4.8%	113
Spent \$2,000+ on most recent home computer	829	3.7%	103

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## Retail Market Potential

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 Ring: 3 mile radius

Dub House, MAI, CCIM  
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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	21,864	48.8%	98
Bought brewed coffee at convenience store in last 30 days	6,853	15.3%	98
Bought cigarettes at convenience store in last 30 days	5,146	11.5%	95
Bought gas at convenience store in last 30 days	15,267	34.1%	101
Spent at convenience store in last 30 days: <\$20	3,623	8.1%	103
Spent at convenience store in last 30 days: \$20-\$39	4,127	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	3,178	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	2,138	4.8%	103
Spent at convenience store in last 30 days: \$100+	10,655	23.8%	101
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	26,540	59.2%	100
Went to live theater in last 12 months	6,148	13.7%	105
Went to a bar/night club in last 12 months	7,889	17.6%	105
Dined out in last 12 months	20,501	45.7%	101
Gambled at a casino in last 12 months	6,083	13.6%	98
Visited a theme park in last 12 months	8,173	18.2%	102
Viewed movie (video-on-demand) in last 30 days	8,405	18.8%	102
Viewed TV show (video-on-demand) in last 30 days	6,025	13.4%	102
Watched any pay-per-view TV in last 12 months	5,431	12.1%	98
Downloaded a movie over the Internet in last 30 days	3,733	8.3%	101
Downloaded any individual song in last 6 months	9,362	20.9%	99
Watched a movie online in the last 30 days	8,165	18.2%	97
Watched a TV program online in last 30 days	7,163	16.0%	94
Played a video/electronic game (console) in last 12 months	4,747	10.6%	107
Played a video/electronic game (portable) in last 12 months	2,063	4.6%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	13,455	30.0%	98
Used ATM/cash machine in last 12 months	22,506	50.2%	101
Own any stock	3,481	7.8%	107
Own U.S. savings bond	2,421	5.4%	105
Own shares in mutual fund (stock)	3,470	7.7%	106
Own shares in mutual fund (bonds)	2,424	5.4%	107
Have interest checking account	12,367	27.6%	102
Have non-interest checking account	13,516	30.2%	102
Have savings account	24,259	54.1%	99
Have 401K retirement savings plan	6,754	15.1%	103
Own/used any credit/debit card in last 12 months	33,504	74.8%	99
Avg monthly credit card expenditures: <\$111	4,996	11.1%	93
Avg monthly credit card expenditures: \$111-\$225	3,320	7.4%	105
Avg monthly credit card expenditures: \$226-\$450	3,049	6.8%	103
Avg monthly credit card expenditures: \$451-\$700	2,371	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	2,201	4.9%	106
Avg monthly credit card expenditures: \$1,001+	4,685	10.5%	113
Did banking online in last 12 months	16,514	36.9%	101
Did banking on mobile device in last 12 months	7,924	17.7%	102
Paid bills online in last 12 months	20,121	44.9%	100

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## Retail Market Potential

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Dub House, MAI, CCIM  
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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	15,962	70.4%	101
Used bread in last 6 months	21,318	94.0%	100
Used chicken (fresh or frozen) in last 6 months	15,605	68.8%	100
Used turkey (fresh or frozen) in last 6 months	3,592	15.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	12,619	55.6%	102
Used fresh fruit/vegetables in last 6 months	19,682	86.8%	100
Used fresh milk in last 6 months	20,008	88.2%	101
Used organic food in last 6 months	4,893	21.6%	105
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	13,011	29.0%	100
Exercise at club 2+ times per week	5,951	13.3%	99
Visited a doctor in last 12 months	33,330	74.4%	98
Used vitamin/dietary supplement in last 6 months	23,927	53.4%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,452	28.4%	105
Used housekeeper/maid/professional HH cleaning service in last 12	3,528	15.6%	116
Purchased low ticket HH furnishings in last 12 months	4,063	17.9%	110
Purchased big ticket HH furnishings in last 12 months	5,072	22.4%	105
Bought any small kitchen appliance in last 12 months	5,060	22.3%	101
Bought any large kitchen appliance in last 12 months	2,837	12.5%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	19,213	42.9%	99
Carry medical/hospital/accident insurance	30,479	68.0%	98
Carry homeowner insurance	21,216	47.3%	101
Carry renter's insurance	3,633	8.1%	93
Have auto insurance: 1 vehicle in household covered	7,246	31.9%	103
Have auto insurance: 2 vehicles in household covered	6,920	30.5%	107
Have auto insurance: 3+ vehicles in household covered	4,708	20.8%	96
<b>Pets (Households)</b>			
Household owns any pet	12,135	53.5%	99
Household owns any cat	4,780	21.1%	93
Household owns any dog	9,356	41.2%	100
<b>Psychographics (Adults)</b>			
Buying American is important to me	18,523	41.3%	100
Usually buy items on credit rather than wait	5,722	12.8%	104
Usually buy based on quality - not price	8,278	18.5%	101
Price is usually more important than brand name	11,852	26.4%	99
Usually use coupons for brands I buy often	8,691	19.4%	107
Am interested in how to help the environment	8,144	18.2%	110
Usually pay more for environ safe product	6,187	13.8%	103
Usually value green products over convenience	5,062	11.3%	104
Likely to buy a brand that supports a charity	15,281	34.1%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	6,265	14.0%	99
Bought hardcover book in last 12 months	9,100	20.3%	99
Bought paperback book in last 12 month	13,351	29.8%	100
Read any daily newspaper (paper version)	10,865	24.2%	100
Read any digital newspaper in last 30 days	15,150	33.8%	99
Read any magazine (paper/electronic version) in last 6 months	40,086	89.5%	99

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## Retail Market Potential

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 404 Veterans Airpark Ln, Midland, Texas, 79705  
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Dub House, MAI, CCIM  
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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	33,213	74.1%	99
Went to family restaurant/steak house: 4+ times a month	12,571	28.1%	102
Went to fast food/drive-in restaurant in last 6 months	40,412	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo	17,740	39.6%	101
Fast food/drive-in last 6 months: eat in	16,828	37.6%	103
Fast food/drive-in last 6 months: home delivery	3,382	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	20,900	46.6%	101
Fast food/drive-in last 6 months: take-out/walk-in	8,608	19.2%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	15,284	34.1%	101
Own any e-reader	4,132	9.2%	106
Own e-reader/tablet: iPad	9,537	21.3%	103
HH has Internet connectable TV	4,671	20.6%	102
Own any portable MP3 player	12,948	28.9%	103
HH owns 1 TV	4,622	20.4%	98
HH owns 2 TVs	5,955	26.2%	101
HH owns 3 TVs	5,003	22.1%	102
HH owns 4+ TVs	4,161	18.3%	101
HH subscribes to cable TV	11,612	51.2%	107
HH subscribes to fiber optic	2,146	9.5%	118
HH owns portable GPS navigation device	6,318	27.8%	103
HH purchased video game system in last 12 mos	1,509	6.7%	86
HH owns Internet video device for TV	2,630	11.6%	105
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	23,376	52.2%	103
Took 3+ domestic non-business trips in last 12 months	5,324	11.9%	107
Spent on domestic vacations in last 12 months: <\$1,000	4,776	10.7%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,889	6.4%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,731	3.9%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,806	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	2,836	6.3%	111
Domestic travel in the 12 months: used general travel website	3,438	7.7%	110
Foreign travel in last 3 years	10,966	24.5%	101
Took 3+ foreign trips by plane in last 3 years	2,068	4.6%	105
Spent on foreign vacations in last 12 months: <\$1,000	1,960	4.4%	103
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,530	3.4%	98
Spent on foreign vacations in last 12 months: \$3,000+	2,483	5.5%	110
Foreign travel in last 3 years: used general travel website	2,829	6.3%	110
Nights spent in hotel/motel in last 12 months: any	18,898	42.2%	102
Took cruise of more than one day in last 3 years	3,777	8.4%	105
Member of any frequent flyer program	7,844	17.5%	107
Member of any hotel rewards program	7,030	15.7%	106

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