



## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
Ring: 1 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99947  
Longitude: -102.14709

Demographic Summary		2016	2021
Population		14,184	15,446
Population 18+		10,572	11,448
Households		5,712	6,193
Median Household Income		\$56,072	\$61,533

  

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	5,168	48.9%	103
Bought any women's clothing in last 12 months	4,599	43.5%	99
Bought clothing for child <13 years in last 6 months	2,963	28.0%	102
Bought any shoes in last 12 months	5,649	53.4%	99
Bought costume jewelry in last 12 months	2,198	20.8%	106
Bought any fine jewelry in last 12 months	2,089	19.8%	108
Bought a watch in last 12 months	1,309	12.4%	112
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,007	87.7%	102
HH bought/leased new vehicle last 12 mo	568	9.9%	106
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	9,158	86.6%	102
Bought/changed motor oil in last 12 months	5,117	48.4%	99
Had tune-up in last 12 months	3,352	31.7%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,908	65.3%	100
Drank regular cola in last 6 months	4,821	45.6%	102
Drank beer/ale in last 6 months	4,700	44.5%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	3,112	29.4%	101
Own digital single-lens reflex (SLR) camera	1,025	9.7%	112
Bought any camera in last 12 months	578	5.5%	96
Printed digital photos in last 12 months	265	2.5%	86
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,120	39.0%	108
Have a smartphone	6,785	64.2%	109
Have a smartphone: Android phone (any brand)	3,308	31.3%	116
Have a smartphone: Apple iPhone	2,863	27.1%	105
Number of cell phones in household: 1	1,901	33.3%	104
Number of cell phones in household: 2	2,197	38.5%	103
Number of cell phones in household: 3+	1,363	23.9%	94
HH has cell phone only (no landline telephone)	2,728	47.8%	114
<b>Computers (Households)</b>			
HH owns a computer	4,561	79.8%	104
HH owns desktop computer	2,506	43.9%	97
HH owns laptop/notebook	3,307	57.9%	107
HH owns any Apple/Mac brand computer	893	15.6%	104
HH owns any PC/non-Apple brand computer	4,020	70.4%	104
HH purchased most recent computer in a store	2,156	37.7%	100
HH purchased most recent computer online	753	13.2%	101
Spent <\$500 on most recent home computer	771	13.5%	93
Spent \$500-\$999 on most recent home computer	1,107	19.4%	102
Spent \$1,000-\$1,499 on most recent home computer	547	9.6%	101
Spent \$1,500-\$1,999 on most recent home computer	291	5.1%	112
Spent \$2,000+ on most recent home computer	241	4.2%	108

**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 2016 and 2021.

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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	5,749	54.4%	107
Bought brewed coffee at convenience store in last 30 days	1,668	15.8%	100
Bought cigarettes at convenience store in last 30 days	1,346	12.7%	102
Bought gas at convenience store in last 30 days	3,761	35.6%	108
Spent at convenience store in last 30 days: <\$20	1,012	9.6%	118
Spent at convenience store in last 30 days: \$20-\$39	881	8.3%	92
Spent at convenience store in last 30 days: \$40-\$50	845	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	467	4.4%	100
Spent at convenience store in last 30 days: \$100+	2,504	23.7%	103
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	6,372	60.3%	101
Went to live theater in last 12 months	1,416	13.4%	103
Went to a bar/night club in last 12 months	1,906	18.0%	108
Dined out in last 12 months	5,137	48.6%	108
Gambled at a casino in last 12 months	1,314	12.4%	91
Visited a theme park in last 12 months	1,917	18.1%	103
Viewed movie (video-on-demand) in last 30 days	1,819	17.2%	101
Viewed TV show (video-on-demand) in last 30 days	1,399	13.2%	103
Watched any pay-per-view TV in last 12 months	1,206	11.4%	87
Downloaded a movie over the Internet in last 30 days	930	8.8%	122
Downloaded any individual song in last 6 months	2,399	22.7%	111
Watched a movie online in the last 30 days	1,967	18.6%	116
Watched a TV program online in last 30 days	1,803	17.1%	114
Played a video/electronic game (console) in last 12 months	1,126	10.7%	102
Played a video/electronic game (portable) in last 12 months	602	5.7%	125
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,317	31.4%	101
Used ATM/cash machine in last 12 months	5,413	51.2%	104
Own any stock	809	7.7%	100
Own U.S. savings bond	490	4.6%	88
Own shares in mutual fund (stock)	816	7.7%	106
Own shares in mutual fund (bonds)	491	4.6%	96
Have interest checking account	3,127	29.6%	105
Have non-interest checking account	3,057	28.9%	102
Have savings account	5,784	54.7%	101
Have 401K retirement savings plan	1,716	16.2%	112
Own/used any credit/debit card in last 12 months	8,199	77.6%	104
Avg monthly credit card expenditures: <\$111	1,247	11.8%	102
Avg monthly credit card expenditures: \$111-\$225	648	6.1%	89
Avg monthly credit card expenditures: \$226-\$450	673	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	554	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	383	3.6%	84
Avg monthly credit card expenditures: \$1,001+	973	9.2%	101
Did banking online in last 12 months	4,183	39.6%	111
Did banking on mobile device in last 12 months	1,759	16.6%	119
Paid bills online in last 12 months	5,086	48.1%	112

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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	3,876	67.9%	98
Used bread in last 6 months	5,374	94.1%	100
Used chicken (fresh or frozen) in last 6 months	3,906	68.4%	99
Used turkey (fresh or frozen) in last 6 months	884	15.5%	98
Used fish/seafood (fresh or frozen) in last 6 months	3,068	53.7%	98
Used fresh fruit/vegetables in last 6 months	4,875	85.3%	100
Used fresh milk in last 6 months	4,945	86.6%	98
Used organic food in last 6 months	1,160	20.3%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,890	27.3%	96
Exercise at club 2+ times per week	1,427	13.5%	104
Visited a doctor in last 12 months	8,058	76.2%	101
Used vitamin/dietary supplement in last 6 months	5,790	54.8%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,479	25.9%	97
Used housekeeper/maid/professional HH cleaning service in last 12	705	12.3%	94
Purchased low ticket HH furnishings in last 12 months	993	17.4%	108
Purchased big ticket HH furnishings in last 12 months	1,289	22.6%	108
Bought any small kitchen appliance in last 12 months	1,322	23.1%	104
Bought any large kitchen appliance in last 12 months	726	12.7%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	4,264	40.3%	94
Carry medical/hospital/accident insurance	7,095	67.1%	102
Carry homeowner insurance	4,844	45.8%	97
Carry renter's insurance	1,137	10.8%	132
Have auto insurance: 1 vehicle in household covered	2,046	35.8%	116
Have auto insurance: 2 vehicles in household covered	1,508	26.4%	93
Have auto insurance: 3+ vehicles in household covered	1,098	19.2%	88
<b>Pets (Households)</b>			
Household owns any pet	2,805	49.1%	91
Household owns any cat	1,192	20.9%	93
Household owns any dog	1,988	34.8%	85
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,233	40.0%	95
Usually buy items on credit rather than wait	1,240	11.7%	100
Usually buy based on quality - not price	1,860	17.6%	98
Price is usually more important than brand name	2,785	26.3%	100
Usually use coupons for brands I buy often	1,970	18.6%	98
Am interested in how to help the environment	1,770	16.7%	103
Usually pay more for environ safe product	1,294	12.2%	96
Usually value green products over convenience	1,013	9.6%	91
Likely to buy a brand that supports a charity	3,500	33.1%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,420	13.4%	102
Bought hardcover book in last 12 months	2,355	22.3%	106
Bought paperback book in last 12 month	3,609	34.1%	109
Read any daily newspaper (paper version)	2,494	23.6%	90
Read any digital newspaper in last 30 days	3,523	33.3%	100
Read any magazine (paper/electronic version) in last 6 months	9,757	92.3%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,149	77.1%	103
Went to family restaurant/steak house: 4+ times a month	3,200	30.3%	110
Went to fast food/drive-in restaurant in last 6 months	9,659	91.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,371	41.3%	105
Fast food/drive-in last 6 months: eat in	4,032	38.1%	105
Fast food/drive-in last 6 months: home delivery	918	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	5,152	48.7%	105
Fast food/drive-in last 6 months: take-out/walk-in	2,357	22.3%	115
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	3,535	33.4%	105
Own e-reader/tablet: iPad	1,700	16.1%	105
Own any portable MP3 player	3,541	33.5%	109
HH owns 1 TV	1,281	22.4%	110
HH owns 2 TVs	1,504	26.3%	102
HH owns 3 TVs	1,255	22.0%	103
HH owns 4+ TVs	901	15.8%	84
HH subscribes to cable TV	3,076	53.9%	108
HH subscribes to fiber optic	412	7.2%	95
HH has satellite dish	1,041	18.2%	72
HH owns DVD/Blu-ray player	3,536	61.9%	102
HH owns camcorder	671	11.7%	84
HH owns portable GPS navigation device	1,558	27.3%	99
HH purchased video game system in last 12 mos	426	7.5%	94
HH owns Internet video device for TV	404	7.1%	100
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,432	51.4%	103
Took 3+ domestic non-business trips in last 12 months	1,048	9.9%	89
Spent on domestic vacations in last 12 months: <\$1,000	1,143	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	482	4.6%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	322	3.0%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	403	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	600	5.7%	103
Domestic travel in the 12 months: used general travel website	576	5.4%	81
Foreign travel in last 3 years	2,607	24.7%	102
Took 3+ foreign trips by plane in last 3 years	499	4.7%	105
Spent on foreign vacations in last 12 months: <\$1,000	473	4.5%	107
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	372	3.5%	108
Spent on foreign vacations in last 12 months: \$3,000+	516	4.9%	98
Foreign travel in last 3 years: used general travel website	552	5.2%	93
Nights spent in hotel/motel in last 12 months: any	4,392	41.5%	102
Took cruise of more than one day in last 3 years	896	8.5%	101
Member of any frequent flyer program	1,967	18.6%	114
Member of any hotel rewards program	1,576	14.9%	106

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## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
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Demographic Summary		2016	2021
Population		49,003	53,230
Population 18+		36,419	39,565
Households		19,138	20,711
Median Household Income		\$61,237	\$68,581

  

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	17,677	48.5%	103
Bought any women's clothing in last 12 months	16,122	44.3%	101
Bought clothing for child <13 years in last 6 months	10,348	28.4%	103
Bought any shoes in last 12 months	19,995	54.9%	102
Bought costume jewelry in last 12 months	7,285	20.0%	102
Bought any fine jewelry in last 12 months	6,860	18.8%	103
Bought a watch in last 12 months	4,404	12.1%	110
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	17,046	89.1%	104
HH bought/leased new vehicle last 12 mo	1,947	10.2%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	32,242	88.5%	104
Bought/changed motor oil in last 12 months	18,110	49.7%	101
Had tune-up in last 12 months	11,850	32.5%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	23,798	65.3%	100
Drank regular cola in last 6 months	16,513	45.3%	101
Drank beer/ale in last 6 months	16,488	45.3%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	11,005	30.2%	104
Own digital single-lens reflex (SLR) camera	3,608	9.9%	115
Bought any camera in last 12 months	2,074	5.7%	100
Printed digital photos in last 12 months	1,019	2.8%	96
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	13,894	38.2%	106
Have a smartphone	23,109	63.5%	108
Have a smartphone: Android phone (any brand)	11,059	30.4%	113
Have a smartphone: Apple iPhone	9,914	27.2%	105
Number of cell phones in household: 1	6,075	31.7%	99
Number of cell phones in household: 2	7,453	38.9%	104
Number of cell phones in household: 3+	4,816	25.2%	99
HH has cell phone only (no landline telephone)	8,918	46.6%	111
<b>Computers (Households)</b>			
HH owns a computer	15,491	80.9%	105
HH owns desktop computer	8,901	46.5%	103
HH owns laptop/notebook	11,275	58.9%	109
HH owns any Apple/Mac brand computer	3,112	16.3%	108
HH owns any PC/non-Apple brand computer	13,647	71.3%	105
HH purchased most recent computer in a store	7,553	39.5%	105
HH purchased most recent computer online	2,738	14.3%	109
Spent <\$500 on most recent home computer	2,788	14.6%	100
Spent \$500-\$999 on most recent home computer	3,872	20.2%	106
Spent \$1,000-\$1,499 on most recent home computer	1,976	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	987	5.2%	113
Spent \$2,000+ on most recent home computer	830	4.3%	111

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	19,634	53.9%	106
Bought brewed coffee at convenience store in last 30 days	5,876	16.1%	103
Bought cigarettes at convenience store in last 30 days	4,774	13.1%	105
Bought gas at convenience store in last 30 days	13,104	36.0%	109
Spent at convenience store in last 30 days: <\$20	3,075	8.4%	104
Spent at convenience store in last 30 days: \$20-\$39	3,215	8.8%	98
Spent at convenience store in last 30 days: \$40-\$50	2,843	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	1,672	4.6%	104
Spent at convenience store in last 30 days: \$100+	8,927	24.5%	107
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	22,565	62.0%	104
Went to live theater in last 12 months	5,109	14.0%	108
Went to a bar/night club in last 12 months	6,835	18.8%	112
Dined out in last 12 months	17,729	48.7%	109
Gambled at a casino in last 12 months	4,929	13.5%	99
Visited a theme park in last 12 months	6,588	18.1%	103
Viewed movie (video-on-demand) in last 30 days	6,576	18.1%	106
Viewed TV show (video-on-demand) in last 30 days	5,097	14.0%	108
Watched any pay-per-view TV in last 12 months	4,674	12.8%	98
Downloaded a movie over the Internet in last 30 days	3,010	8.3%	115
Downloaded any individual song in last 6 months	8,295	22.8%	112
Watched a movie online in the last 30 days	6,595	18.1%	113
Watched a TV program online in last 30 days	6,262	17.2%	115
Played a video/electronic game (console) in last 12 months	4,011	11.0%	105
Played a video/electronic game (portable) in last 12 months	1,793	4.9%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	12,138	33.3%	107
Used ATM/cash machine in last 12 months	19,173	52.6%	107
Own any stock	2,889	7.9%	104
Own U.S. savings bond	1,924	5.3%	100
Own shares in mutual fund (stock)	2,889	7.9%	109
Own shares in mutual fund (bonds)	1,788	4.9%	101
Have interest checking account	10,809	29.7%	105
Have non-interest checking account	11,042	30.3%	107
Have savings account	20,851	57.3%	106
Have 401K retirement savings plan	5,965	16.4%	113
Own/used any credit/debit card in last 12 months	28,457	78.1%	105
Avg monthly credit card expenditures: <\$111	4,396	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	2,457	6.7%	98
Avg monthly credit card expenditures: \$226-\$450	2,544	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	1,937	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,562	4.3%	99
Avg monthly credit card expenditures: \$1,001+	3,538	9.7%	107
Did banking online in last 12 months	15,028	41.3%	116
Did banking on mobile device in last 12 months	6,077	16.7%	119
Paid bills online in last 12 months	17,836	49.0%	114

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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	13,151	68.7%	99
Used bread in last 6 months	18,035	94.2%	100
Used chicken (fresh or frozen) in last 6 months	13,171	68.8%	100
Used turkey (fresh or frozen) in last 6 months	2,937	15.3%	97
Used fish/seafood (fresh or frozen) in last 6 months	10,336	54.0%	99
Used fresh fruit/vegetables in last 6 months	16,540	86.4%	101
Used fresh milk in last 6 months	16,772	87.6%	100
Used organic food in last 6 months	3,844	20.1%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,516	28.9%	102
Exercise at club 2+ times per week	5,162	14.2%	109
Visited a doctor in last 12 months	27,722	76.1%	100
Used vitamin/dietary supplement in last 6 months	19,594	53.8%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,231	27.3%	102
Used housekeeper/maid/professional HH cleaning service in last 12	2,566	13.4%	102
Purchased low ticket HH furnishings in last 12 months	3,350	17.5%	109
Purchased big ticket HH furnishings in last 12 months	4,288	22.4%	107
Bought any small kitchen appliance in last 12 months	4,404	23.0%	104
Bought any large kitchen appliance in last 12 months	2,458	12.8%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	15,747	43.2%	101
Carry medical/hospital/accident insurance	24,418	67.0%	102
Carry homeowner insurance	17,336	47.6%	101
Carry renter's insurance	3,791	10.4%	128
Have auto insurance: 1 vehicle in household covered	6,405	33.5%	109
Have auto insurance: 2 vehicles in household covered	5,637	29.5%	103
Have auto insurance: 3+ vehicles in household covered	3,980	20.8%	95
<b>Pets (Households)</b>			
Household owns any pet	10,153	53.1%	99
Household owns any cat	4,282	22.4%	100
Household owns any dog	7,438	38.9%	95
<b>Psychographics (Adults)</b>			
Buying American is important to me	14,928	41.0%	97
Usually buy items on credit rather than wait	4,189	11.5%	98
Usually buy based on quality - not price	6,302	17.3%	96
Price is usually more important than brand name	9,652	26.5%	101
Usually use coupons for brands I buy often	6,997	19.2%	102
Am interested in how to help the environment	6,224	17.1%	105
Usually pay more for environ safe product	4,750	13.0%	102
Usually value green products over convenience	3,679	10.1%	96
Likely to buy a brand that supports a charity	12,375	34.0%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,210	14.3%	108
Bought hardcover book in last 12 months	8,234	22.6%	108
Bought paperback book in last 12 month	12,287	33.7%	107
Read any daily newspaper (paper version)	9,100	25.0%	96
Read any digital newspaper in last 30 days	13,047	35.8%	108
Read any magazine (paper/electronic version) in last 6 months	33,376	91.6%	101

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January 29, 2017



## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
Ring: 2 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99947  
Longitude: -102.14709

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	28,433	78.1%	105
Went to family restaurant/steak house: 4+ times a month	10,718	29.4%	107
Went to fast food/drive-in restaurant in last 6 months	33,333	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	15,337	42.1%	107
Fast food/drive-in last 6 months: eat in	13,979	38.4%	106
Fast food/drive-in last 6 months: home delivery	3,252	8.9%	116
Fast food/drive-in last 6 months: take-out/drive-thru	18,242	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	7,585	20.8%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	12,571	34.5%	109
Own e-reader/tablet: iPad	6,019	16.5%	108
Own any portable MP3 player	12,241	33.6%	109
HH owns 1 TV	4,088	21.4%	104
HH owns 2 TVs	4,936	25.8%	99
HH owns 3 TVs	4,272	22.3%	104
HH owns 4+ TVs	3,371	17.6%	93
HH subscribes to cable TV	10,164	53.1%	107
HH subscribes to fiber optic	1,568	8.2%	108
HH has satellite dish	3,850	20.1%	79
HH owns DVD/Blu-ray player	11,964	62.5%	103
HH owns camcorder	2,578	13.5%	96
HH owns portable GPS navigation device	5,537	28.9%	105
HH purchased video game system in last 12 mos	1,371	7.2%	90
HH owns Internet video device for TV	1,444	7.5%	107
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	19,483	53.5%	107
Took 3+ domestic non-business trips in last 12 months	4,127	11.3%	102
Spent on domestic vacations in last 12 months: <\$1,000	4,115	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,178	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,389	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,432	3.9%	101
Spent on domestic vacations in last 12 months: \$3,000+	2,069	5.7%	103
Domestic travel in the 12 months: used general travel website	2,406	6.6%	98
Foreign travel in last 3 years	9,325	25.6%	106
Took 3+ foreign trips by plane in last 3 years	1,668	4.6%	102
Spent on foreign vacations in last 12 months: <\$1,000	1,602	4.4%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,316	3.6%	111
Spent on foreign vacations in last 12 months: \$3,000+	1,825	5.0%	101
Foreign travel in last 3 years: used general travel website	2,028	5.6%	100
Nights spent in hotel/motel in last 12 months: any	15,854	43.5%	107
Took cruise of more than one day in last 3 years	3,190	8.8%	105
Member of any frequent flyer program	6,860	18.8%	115
Member of any hotel rewards program	5,784	15.9%	112

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## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99947  
Longitude: -102.14709

Demographic Summary		2016	2021
Population		75,074	81,357
Population 18+		55,669	60,339
Households		28,838	31,105
Median Household Income		\$63,865	\$71,979

  

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	26,954	48.4%	102
Bought any women's clothing in last 12 months	24,543	44.1%	100
Bought clothing for child <13 years in last 6 months	16,064	28.9%	105
Bought any shoes in last 12 months	30,795	55.3%	103
Bought costume jewelry in last 12 months	11,146	20.0%	103
Bought any fine jewelry in last 12 months	10,403	18.7%	102
Bought a watch in last 12 months	6,719	12.1%	110
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	25,704	89.1%	104
HH bought/leased new vehicle last 12 mo	2,906	10.1%	107
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	49,460	88.8%	104
Bought/changed motor oil in last 12 months	27,617	49.6%	101
Had tune-up in last 12 months	18,258	32.8%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	36,451	65.5%	100
Drank regular cola in last 6 months	25,075	45.0%	100
Drank beer/ale in last 6 months	25,454	45.7%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	17,028	30.6%	105
Own digital single-lens reflex (SLR) camera	5,460	9.8%	114
Bought any camera in last 12 months	3,192	5.7%	101
Printed digital photos in last 12 months	1,557	2.8%	96
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	20,785	37.3%	103
Have a smartphone	34,934	62.8%	107
Have a smartphone: Android phone (any brand)	16,411	29.5%	110
Have a smartphone: Apple iPhone	15,267	27.4%	106
Number of cell phones in household: 1	9,067	31.4%	98
Number of cell phones in household: 2	11,170	38.7%	104
Number of cell phones in household: 3+	7,464	25.9%	102
HH has cell phone only (no landline telephone)	13,094	45.4%	108
<b>Computers (Households)</b>			
HH owns a computer	23,171	80.3%	105
HH owns desktop computer	13,516	46.9%	103
HH owns laptop/notebook	16,706	57.9%	107
HH owns any Apple/Mac brand computer	4,761	16.5%	110
HH owns any PC/non-Apple brand computer	20,343	70.5%	104
HH purchased most recent computer in a store	11,245	39.0%	104
HH purchased most recent computer online	4,068	14.1%	108
Spent <\$500 on most recent home computer	4,198	14.6%	100
Spent \$500-\$999 on most recent home computer	5,710	19.8%	104
Spent \$1,000-\$1,499 on most recent home computer	2,979	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	1,521	5.3%	116
Spent \$2,000+ on most recent home computer	1,263	4.4%	112

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January 29, 2017



## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99947  
Longitude: -102.14709

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	29,691	53.3%	105
Bought brewed coffee at convenience store in last 30 days	9,375	16.8%	107
Bought cigarettes at convenience store in last 30 days	6,900	12.4%	99
Bought gas at convenience store in last 30 days	19,331	34.7%	105
Spent at convenience store in last 30 days: <\$20	4,745	8.5%	105
Spent at convenience store in last 30 days: \$20-\$39	5,100	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	4,184	7.5%	99
Spent at convenience store in last 30 days: \$51-\$99	2,542	4.6%	103
Spent at convenience store in last 30 days: \$100+	13,191	23.7%	103
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	34,708	62.3%	105
Went to live theater in last 12 months	7,941	14.3%	110
Went to a bar/night club in last 12 months	10,235	18.4%	110
Dined out in last 12 months	26,891	48.3%	108
Gambled at a casino in last 12 months	7,735	13.9%	101
Visited a theme park in last 12 months	10,220	18.4%	104
Viewed movie (video-on-demand) in last 30 days	10,204	18.3%	108
Viewed TV show (video-on-demand) in last 30 days	7,789	14.0%	108
Watched any pay-per-view TV in last 12 months	7,317	13.1%	100
Downloaded a movie over the Internet in last 30 days	4,487	8.1%	112
Downloaded any individual song in last 6 months	12,320	22.1%	108
Watched a movie online in the last 30 days	9,957	17.9%	112
Watched a TV program online in last 30 days	9,262	16.6%	111
Played a video/electronic game (console) in last 12 months	6,000	10.8%	103
Played a video/electronic game (portable) in last 12 months	2,725	4.9%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	18,435	33.1%	106
Used ATM/cash machine in last 12 months	29,100	52.3%	106
Own any stock	4,641	8.3%	109
Own U.S. savings bond	3,098	5.6%	105
Own shares in mutual fund (stock)	4,625	8.3%	114
Own shares in mutual fund (bonds)	2,951	5.3%	109
Have interest checking account	16,356	29.4%	104
Have non-interest checking account	16,852	30.3%	107
Have savings account	31,662	56.9%	105
Have 401K retirement savings plan	9,187	16.5%	114
Own/used any credit/debit card in last 12 months	43,458	78.1%	105
Avg monthly credit card expenditures: <\$111	6,422	11.5%	99
Avg monthly credit card expenditures: \$111-\$225	3,711	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	3,809	6.8%	108
Avg monthly credit card expenditures: \$451-\$700	3,014	5.4%	102
Avg monthly credit card expenditures: \$701-\$1,000	2,558	4.6%	107
Avg monthly credit card expenditures: \$1,001+	5,594	10.0%	111
Did banking online in last 12 months	22,389	40.2%	113
Did banking on mobile device in last 12 months	8,962	16.1%	115
Paid bills online in last 12 months	26,762	48.1%	112

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January 29, 2017



## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99947  
Longitude: -102.14709

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	19,801	68.7%	99
Used bread in last 6 months	27,195	94.3%	100
Used chicken (fresh or frozen) in last 6 months	19,833	68.8%	100
Used turkey (fresh or frozen) in last 6 months	4,475	15.5%	98
Used fish/seafood (fresh or frozen) in last 6 months	15,761	54.7%	100
Used fresh fruit/vegetables in last 6 months	24,886	86.3%	101
Used fresh milk in last 6 months	25,220	87.5%	99
Used organic food in last 6 months	6,028	20.9%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,328	29.3%	103
Exercise at club 2+ times per week	8,141	14.6%	112
Visited a doctor in last 12 months	42,177	75.8%	100
Used vitamin/dietary supplement in last 6 months	30,275	54.4%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	7,950	27.6%	103
Used housekeeper/maid/professional HH cleaning service in last 12	4,107	14.2%	108
Purchased low ticket HH furnishings in last 12 months	4,975	17.3%	107
Purchased big ticket HH furnishings in last 12 months	6,392	22.2%	106
Bought any small kitchen appliance in last 12 months	6,589	22.8%	103
Bought any large kitchen appliance in last 12 months	3,759	13.0%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	23,935	43.0%	101
Carry medical/hospital/accident insurance	37,400	67.2%	102
Carry homeowner insurance	26,444	47.5%	101
Carry renter's insurance	5,502	9.9%	121
Have auto insurance: 1 vehicle in household covered	9,369	32.5%	105
Have auto insurance: 2 vehicles in household covered	8,724	30.3%	106
Have auto insurance: 3+ vehicles in household covered	6,127	21.2%	97
<b>Pets (Households)</b>			
Household owns any pet	15,463	53.6%	100
Household owns any cat	6,399	22.2%	99
Household owns any dog	11,409	39.6%	97
<b>Psychographics (Adults)</b>			
Buying American is important to me	22,502	40.4%	95
Usually buy items on credit rather than wait	6,448	11.6%	99
Usually buy based on quality - not price	9,572	17.2%	96
Price is usually more important than brand name	14,625	26.3%	100
Usually use coupons for brands I buy often	10,666	19.2%	101
Am interested in how to help the environment	9,737	17.5%	107
Usually pay more for environ safe product	7,380	13.3%	104
Usually value green products over convenience	5,799	10.4%	99
Likely to buy a brand that supports a charity	18,975	34.1%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	8,041	14.4%	109
Bought hardcover book in last 12 months	12,566	22.6%	108
Bought paperback book in last 12 month	18,748	33.7%	107
Read any daily newspaper (paper version)	14,208	25.5%	98
Read any digital newspaper in last 30 days	20,032	36.0%	108
Read any magazine (paper/electronic version) in last 6 months	50,807	91.3%	101

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January 29, 2017



## Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703  
Ring: 3 mile radius

Dub House, MAI, CCIM  
Latitude: 31.99947  
Longitude: -102.14709

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	43,124	77.5%	104
Went to family restaurant/steak house: 4+ times a month	15,985	28.7%	105
Went to fast food/drive-in restaurant in last 6 months	50,779	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	22,993	41.3%	105
Fast food/drive-in last 6 months: eat in	21,061	37.8%	104
Fast food/drive-in last 6 months: home delivery	4,825	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	27,165	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	11,191	20.1%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	19,304	34.7%	109
Own e-reader/tablet: iPad	9,469	17.0%	111
Own any portable MP3 player	18,545	33.3%	108
HH owns 1 TV	6,061	21.0%	103
HH owns 2 TVs	7,421	25.7%	99
HH owns 3 TVs	6,454	22.4%	105
HH owns 4+ TVs	5,283	18.3%	97
HH subscribes to cable TV	15,234	52.8%	106
HH subscribes to fiber optic	2,454	8.5%	112
HH has satellite dish	5,770	20.0%	79
HH owns DVD/Blu-ray player	18,012	62.5%	103
HH owns camcorder	3,863	13.4%	96
HH owns portable GPS navigation device	8,306	28.8%	105
HH purchased video game system in last 12 mos	2,055	7.1%	90
HH owns Internet video device for TV	2,248	7.8%	111
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	29,715	53.4%	107
Took 3+ domestic non-business trips in last 12 months	6,366	11.4%	103
Spent on domestic vacations in last 12 months: <\$1,000	6,156	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,341	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,190	3.9%	110
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,253	4.0%	104
Spent on domestic vacations in last 12 months: \$3,000+	3,331	6.0%	109
Domestic travel in the 12 months: used general travel website	3,804	6.8%	101
Foreign travel in last 3 years	14,681	26.4%	109
Took 3+ foreign trips by plane in last 3 years	2,773	5.0%	111
Spent on foreign vacations in last 12 months: <\$1,000	2,572	4.6%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,050	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	2,964	5.3%	107
Foreign travel in last 3 years: used general travel website	3,189	5.7%	103
Nights spent in hotel/motel in last 12 months: any	24,078	43.3%	107
Took cruise of more than one day in last 3 years	4,956	8.9%	106
Member of any frequent flyer program	10,642	19.1%	117
Member of any hotel rewards program	8,823	15.8%	112

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