



# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
 Ring: 1 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.02589  
 Longitude: -102.16299

Demographic Summary	2018	2023
Population	8,564	9,340
Population 18+	6,317	6,924
Households	3,589	3,911
Median Household Income	\$86,498	\$96,686

  

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	3,171	50.2%	106
Bought any women's clothing in last 12 months	2,869	45.4%	105
Bought clothing for child <13 years in last 6 months	1,729	27.4%	102
Bought any shoes in last 12 months	3,711	58.7%	110
Bought costume jewelry in last 12 months	1,227	19.4%	107
Bought any fine jewelry in last 12 months	1,240	19.6%	110
Bought a watch in last 12 months	1,080	17.1%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,256	90.7%	106
HH bought/leased new vehicle last 12 mo	406	11.3%	117
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,698	90.2%	106
Bought/changed motor oil in last 12 months	2,884	45.7%	96
Had tune-up in last 12 months	1,796	28.4%	111
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,438	70.3%	101
Drank regular cola in last 6 months	2,561	40.5%	92
Drank beer/ale in last 6 months	2,831	44.8%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	843	13.3%	114
Own digital SLR camera/camcorder	611	9.7%	124
Printed digital photos in last 12 months	1,669	26.4%	114
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,456	38.9%	108
Have a smartphone	5,745	90.9%	114
Have a smartphone: Android phone (any brand)	2,476	39.2%	101
Have a smartphone: Apple iPhone	3,169	50.2%	131
Number of cell phones in household: 1	1,039	28.9%	94
Number of cell phones in household: 2	1,481	41.3%	107
Number of cell phones in household: 3+	1,019	28.4%	103
HH has cell phone only (no landline telephone)	2,081	58.0%	110
<b>Computers (Households)</b>			
HH owns a computer	3,017	84.1%	113
HH owns desktop computer	1,433	39.9%	104
HH owns laptop/notebook	2,395	66.7%	118
HH owns any Apple/Mac brand computer	860	24.0%	135
HH owns any PC/non-Apple brand computer	2,488	69.3%	110
HH purchased most recent computer in a store	1,422	39.6%	107
HH purchased most recent computer online	660	18.4%	137
Spent <\$500 on most recent home computer	533	14.9%	98
Spent \$500-\$999 on most recent home computer	675	18.8%	107
Spent \$1,000-\$1,499 on most recent home computer	410	11.4%	120
Spent \$1,500-\$1,999 on most recent home computer	243	6.8%	147
Spent \$2,000+ on most recent home computer	197	5.5%	135

**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 2018 and 2023.



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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	3,973	62.9%	100
Bought brewed coffee at convenience store in last 30 days	813	12.9%	95
Bought cigarettes at convenience store in last 30 days	522	8.3%	76
Bought gas at convenience store in last 30 days	2,109	33.4%	91
Spent at convenience store in last 30 days: <\$20	453	7.2%	99
Spent at convenience store in last 30 days: \$20-\$39	700	11.1%	116
Spent at convenience store in last 30 days: \$40-\$50	510	8.1%	97
Spent at convenience store in last 30 days: \$51-\$99	381	6.0%	108
Spent at convenience store in last 30 days: \$100+	1,183	18.7%	84
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,315	68.3%	115
Went to live theater in last 12 months	913	14.5%	125
Went to a bar/night club in last 12 months	1,324	21.0%	120
Dined out in last 12 months	3,673	58.1%	114
Gambled at a casino in last 12 months	798	12.6%	98
Visited a theme park in last 12 months	1,405	22.2%	117
Viewed movie (video-on-demand) in last 30 days	1,433	22.7%	125
Viewed TV show (video-on-demand) in last 30 days	1,095	17.3%	124
Watched any pay-per-view TV in last 12 months	866	13.7%	125
Downloaded a movie over the Internet in last 30 days	710	11.2%	124
Downloaded any individual song in last 6 months	1,550	24.5%	121
Watched a movie online in the last 30 days	2,134	33.8%	141
Watched a TV program online in last 30 days	1,493	23.6%	132
Played a video/electronic game (console) in last 12 months	717	11.4%	124
Played a video/electronic game (portable) in last 12 months	416	6.6%	127
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,418	38.3%	121
Used ATM/cash machine in last 12 months	3,811	60.3%	113
Own any stock	559	8.8%	122
Own U.S. savings bond	355	5.6%	117
Own shares in mutual fund (stock)	563	8.9%	129
Own shares in mutual fund (bonds)	401	6.3%	133
Have interest checking account	2,147	34.0%	115
Have non-interest checking account	1,857	29.4%	100
Have savings account	4,035	63.9%	110
Have 401K retirement savings plan	1,215	19.2%	124
Own/used any credit/debit card in last 12 months	5,338	84.5%	106
Avg monthly credit card expenditures: <\$111	698	11.0%	92
Avg monthly credit card expenditures: \$111-\$225	447	7.1%	99
Avg monthly credit card expenditures: \$226-\$450	460	7.3%	108
Avg monthly credit card expenditures: \$451-\$700	499	7.9%	127
Avg monthly credit card expenditures: \$701-\$1,000	498	7.9%	135
Avg monthly credit card expenditures: \$1,001+	933	14.8%	135
Did banking online in last 12 months	3,167	50.1%	127
Did banking on mobile device in last 12 months	1,958	31.0%	132
Paid bills online in last 12 months	3,806	60.3%	122

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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	2,314	64.5%	94
Used bread in last 6 months	3,324	92.6%	99
Used chicken (fresh or frozen) in last 6 months	2,402	66.9%	97
Used turkey (fresh or frozen) in last 6 months	469	13.1%	85
Used fish/seafood (fresh or frozen) in last 6 months	2,003	55.8%	102
Used fresh fruit/vegetables in last 6 months	3,103	86.5%	99
Used fresh milk in last 6 months	3,004	83.7%	97
Used organic food in last 6 months	1,051	29.3%	124
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,196	34.8%	124
Exercise at club 2+ times per week	1,175	18.6%	129
Visited a doctor in last 12 months	4,952	78.4%	102
Used vitamin/dietary supplement in last 6 months	3,387	53.6%	99
<b>Home (Households)</b>			
Any home improvement in last 12 months	959	26.7%	96
Used housekeeper/maid/professional HH cleaning service in last 12	509	14.2%	101
Purchased low ticket HH furnishings in last 12 months	631	17.6%	105
Purchased big ticket HH furnishings in last 12 months	935	26.1%	119
Bought any small kitchen appliance in last 12 months	878	24.5%	109
Bought any large kitchen appliance in last 12 months	509	14.2%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,046	48.2%	108
Carry medical/hospital/accident insurance	4,866	77.0%	103
Carry homeowner insurance	2,917	46.2%	98
Carry renter's insurance	942	14.9%	173
Have auto insurance: 1 vehicle in household covered	1,252	34.9%	114
Have auto insurance: 2 vehicles in household covered	1,091	30.4%	105
Have auto insurance: 3+ vehicles in household covered	774	21.6%	94
<b>Pets (Households)</b>			
Household owns any pet	1,700	47.4%	87
Household owns any cat	679	18.9%	82
Household owns any dog	1,246	34.7%	83
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,119	33.5%	83
Usually buy items on credit rather than wait	871	13.8%	105
Usually buy based on quality - not price	1,196	18.9%	98
Price is usually more important than brand name	1,677	26.5%	95
Usually use coupons for brands I buy often	963	15.2%	85
Am interested in how to help the environment	1,218	19.3%	106
Usually pay more for environ safe product	926	14.7%	103
Usually value green products over convenience	692	11.0%	97
Likely to buy a brand that supports a charity	2,249	35.6%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,186	18.8%	141
Bought hardcover book in last 12 months	1,438	22.8%	115
Bought paperback book in last 12 month	2,005	31.7%	109
Read any daily newspaper (paper version)	1,077	17.0%	83
Read any digital newspaper in last 30 days	2,969	47.0%	125
Read any magazine (paper/electronic version) in last 6 months	5,851	92.6%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,112	80.9%	107
Went to family restaurant/steak house: 4+ times a month	1,832	29.0%	108
Went to fast food/drive-in restaurant in last 6 months	5,782	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,554	40.4%	102
Fast food/drive-in last 6 months: eat in	2,282	36.1%	98
Fast food/drive-in last 6 months: home delivery	632	10.0%	119
Fast food/drive-in last 6 months: take-out/drive-thru	3,152	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	1,490	23.6%	112
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	3,571	56.5%	124
Own any e-reader	626	9.9%	134
Own e-reader/tablet: iPad	2,306	36.5%	137
HH has Internet connectable TV	1,044	29.1%	113
Own any portable MP3 player	1,643	26.0%	121
HH owns 1 TV	861	24.0%	115
HH owns 2 TVs	1,031	28.7%	106
HH owns 3 TVs	654	18.2%	87
HH owns 4+ TVs	543	15.1%	85
HH subscribes to cable TV	1,822	50.8%	114
HH subscribes to fiber optic	403	11.2%	141
HH owns portable GPS navigation device	944	26.3%	106
HH purchased video game system in last 12 mos	344	9.6%	113
HH owns any Internet video device for TV	957	26.7%	131
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,918	62.0%	119
Took 3+ domestic non-business trips in last 12 months	937	14.8%	125
Spent on domestic vacations in last 12 months: <\$1,000	747	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	484	7.7%	128
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	316	5.0%	127
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	254	4.0%	105
Spent on domestic vacations in last 12 months: \$3,000+	479	7.6%	121
Domestic travel in the 12 months: used general travel website	588	9.3%	134
Foreign travel in last 3 years	2,065	32.7%	123
Took 3+ foreign trips by plane in last 3 years	405	6.4%	133
Spent on foreign vacations in last 12 months: <\$1,000	358	5.7%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	378	6.0%	159
Spent on foreign vacations in last 12 months: \$3,000+	461	7.3%	123
Foreign travel in last 3 years: used general travel website	561	8.9%	147
Nights spent in hotel/motel in last 12 months: any	3,315	52.5%	120
Took cruise of more than one day in last 3 years	609	9.6%	113
Member of any frequent flyer program	1,635	25.9%	149
Member of any hotel rewards program	1,449	22.9%	137

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December 21, 2018



# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
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Dub House, MAI, CCIM  
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Demographic Summary	2018	2023
Population	31,213	34,040
Population 18+	23,839	26,053
Households	12,966	14,130
Median Household Income	\$80,467	\$88,428

  

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	11,559	48.5%	103
Bought any women's clothing in last 12 months	10,816	45.4%	105
Bought clothing for child <13 years in last 6 months	6,408	26.9%	100
Bought any shoes in last 12 months	13,846	58.1%	109
Bought costume jewelry in last 12 months	4,791	20.1%	111
Bought any fine jewelry in last 12 months	4,461	18.7%	105
Bought a watch in last 12 months	4,058	17.0%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	11,653	89.9%	105
HH bought/leased new vehicle last 12 mo	1,483	11.4%	118
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	21,256	89.2%	104
Bought/changed motor oil in last 12 months	10,877	45.6%	96
Had tune-up in last 12 months	6,693	28.1%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	16,714	70.1%	101
Drank regular cola in last 6 months	9,342	39.2%	89
Drank beer/ale in last 6 months	10,844	45.5%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,411	14.3%	123
Own digital SLR camera/camcorder	2,248	9.4%	121
Printed digital photos in last 12 months	6,497	27.3%	117
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	8,714	36.6%	101
Have a smartphone	20,622	86.5%	108
Have a smartphone: Android phone (any brand)	8,617	36.1%	93
Have a smartphone: Apple iPhone	11,470	48.1%	125
Number of cell phones in household: 1	3,905	30.1%	98
Number of cell phones in household: 2	5,190	40.0%	104
Number of cell phones in household: 3+	3,583	27.6%	100
HH has cell phone only (no landline telephone)	7,069	54.5%	104
<b>Computers (Households)</b>			
HH owns a computer	10,557	81.4%	109
HH owns desktop computer	5,243	40.4%	105
HH owns laptop/notebook	8,263	63.7%	113
HH owns any Apple/Mac brand computer	2,882	22.2%	125
HH owns any PC/non-Apple brand computer	8,755	67.5%	108
HH purchased most recent computer in a store	5,176	39.9%	108
HH purchased most recent computer online	2,220	17.1%	128
Spent <\$500 on most recent home computer	1,918	14.8%	97
Spent \$500-\$999 on most recent home computer	2,465	19.0%	108
Spent \$1,000-\$1,499 on most recent home computer	1,462	11.3%	119
Spent \$1,500-\$1,999 on most recent home computer	861	6.6%	144
Spent \$2,000+ on most recent home computer	669	5.2%	127

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	15,085	63.3%	101
Bought brewed coffee at convenience store in last 30 days	3,032	12.7%	94
Bought cigarettes at convenience store in last 30 days	2,073	8.7%	80
Bought gas at convenience store in last 30 days	8,395	35.2%	96
Spent at convenience store in last 30 days: <\$20	1,933	8.1%	112
Spent at convenience store in last 30 days: \$20-\$39	2,505	10.5%	110
Spent at convenience store in last 30 days: \$40-\$50	1,961	8.2%	99
Spent at convenience store in last 30 days: \$51-\$99	1,435	6.0%	108
Spent at convenience store in last 30 days: \$100+	4,576	19.2%	86
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	15,707	65.9%	111
Went to live theater in last 12 months	3,438	14.4%	124
Went to a bar/night club in last 12 months	4,733	19.9%	114
Dined out in last 12 months	13,825	58.0%	114
Gambled at a casino in last 12 months	3,130	13.1%	101
Visited a theme park in last 12 months	4,954	20.8%	110
Viewed movie (video-on-demand) in last 30 days	5,307	22.3%	123
Viewed TV show (video-on-demand) in last 30 days	4,143	17.4%	124
Watched any pay-per-view TV in last 12 months	2,998	12.6%	114
Downloaded a movie over the Internet in last 30 days	2,450	10.3%	113
Downloaded any individual song in last 6 months	5,618	23.6%	117
Watched a movie online in the last 30 days	7,028	29.5%	123
Watched a TV program online in last 30 days	5,261	22.1%	123
Played a video/electronic game (console) in last 12 months	2,395	10.0%	110
Played a video/electronic game (portable) in last 12 months	1,420	6.0%	115
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,100	38.2%	121
Used ATM/cash machine in last 12 months	13,994	58.7%	110
Own any stock	2,277	9.6%	132
Own U.S. savings bond	1,479	6.2%	129
Own shares in mutual fund (stock)	2,230	9.4%	136
Own shares in mutual fund (bonds)	1,507	6.3%	132
Have interest checking account	8,343	35.0%	119
Have non-interest checking account	7,188	30.2%	102
Have savings account	15,382	64.5%	111
Have 401K retirement savings plan	4,423	18.6%	120
Own/used any credit/debit card in last 12 months	20,328	85.3%	107
Avg monthly credit card expenditures: <\$111	2,751	11.5%	96
Avg monthly credit card expenditures: \$111-\$225	1,636	6.9%	96
Avg monthly credit card expenditures: \$226-\$450	1,809	7.6%	112
Avg monthly credit card expenditures: \$451-\$700	1,812	7.6%	122
Avg monthly credit card expenditures: \$701-\$1,000	1,721	7.2%	124
Avg monthly credit card expenditures: \$1,001+	3,602	15.1%	138
Did banking online in last 12 months	11,546	48.4%	123
Did banking on mobile device in last 12 months	6,977	29.3%	124
Paid bills online in last 12 months	13,830	58.0%	118

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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	8,721	67.3%	98
Used bread in last 6 months	12,057	93.0%	99
Used chicken (fresh or frozen) in last 6 months	8,838	68.2%	99
Used turkey (fresh or frozen) in last 6 months	1,916	14.8%	96
Used fish/seafood (fresh or frozen) in last 6 months	7,167	55.3%	101
Used fresh fruit/vegetables in last 6 months	11,281	87.0%	100
Used fresh milk in last 6 months	11,007	84.9%	99
Used organic food in last 6 months	3,598	27.7%	117
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	8,016	33.6%	120
Exercise at club 2+ times per week	4,419	18.5%	129
Visited a doctor in last 12 months	18,824	79.0%	103
Used vitamin/dietary supplement in last 6 months	13,174	55.3%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,595	27.7%	100
Used housekeeper/maid/professional HH cleaning service in last 12	1,995	15.4%	110
Purchased low ticket HH furnishings in last 12 months	2,343	18.1%	108
Purchased big ticket HH furnishings in last 12 months	3,314	25.6%	117
Bought any small kitchen appliance in last 12 months	3,086	23.8%	106
Bought any large kitchen appliance in last 12 months	1,864	14.4%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	11,666	48.9%	110
Carry medical/hospital/accident insurance	18,687	78.4%	105
Carry homeowner insurance	11,997	50.3%	106
Carry renter's insurance	2,913	12.2%	142
Have auto insurance: 1 vehicle in household covered	4,264	32.9%	107
Have auto insurance: 2 vehicles in household covered	3,957	30.5%	106
Have auto insurance: 3+ vehicles in household covered	2,988	23.0%	101
<b>Pets (Households)</b>			
Household owns any pet	6,602	50.9%	93
Household owns any cat	2,655	20.5%	89
Household owns any dog	4,906	37.8%	91
<b>Psychographics (Adults)</b>			
Buying American is important to me	8,843	37.1%	91
Usually buy items on credit rather than wait	3,425	14.4%	110
Usually buy based on quality - not price	4,667	19.6%	101
Price is usually more important than brand name	6,634	27.8%	100
Usually use coupons for brands I buy often	3,929	16.5%	92
Am interested in how to help the environment	4,463	18.7%	103
Usually pay more for environ safe product	3,441	14.4%	101
Usually value green products over convenience	2,653	11.1%	98
Likely to buy a brand that supports a charity	8,404	35.3%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,192	17.6%	132
Bought hardcover book in last 12 months	5,567	23.4%	118
Bought paperback book in last 12 month	7,694	32.3%	111
Read any daily newspaper (paper version)	4,750	19.9%	97
Read any digital newspaper in last 30 days	10,543	44.2%	118
Read any magazine (paper/electronic version) in last 6 months	22,101	92.7%	102

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# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
 Ring: 2 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.02589  
 Longitude: -102.16299

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	18,918	79.4%	105
Went to family restaurant/steak house: 4+ times a month	6,962	29.2%	109
Went to fast food/drive-in restaurant in last 6 months	21,694	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	9,359	39.3%	99
Fast food/drive-in last 6 months: eat in	8,828	37.0%	101
Fast food/drive-in last 6 months: home delivery	2,047	8.6%	102
Fast food/drive-in last 6 months: take-out/drive-thru	11,667	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	5,409	22.7%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	12,751	53.5%	117
Own any e-reader	2,284	9.6%	129
Own e-reader/tablet: iPad	8,196	34.4%	129
HH has Internet connectable TV	3,659	28.2%	109
Own any portable MP3 player	5,993	25.1%	117
HH owns 1 TV	2,904	22.4%	107
HH owns 2 TVs	3,623	27.9%	104
HH owns 3 TVs	2,654	20.5%	97
HH owns 4+ TVs	2,139	16.5%	93
HH subscribes to cable TV	6,705	51.7%	116
HH subscribes to fiber optic	1,334	10.3%	129
HH owns portable GPS navigation device	3,395	26.2%	105
HH purchased video game system in last 12 mos	1,123	8.7%	102
HH owns any Internet video device for TV	3,247	25.0%	123
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	14,655	61.5%	118
Took 3+ domestic non-business trips in last 12 months	3,707	15.6%	131
Spent on domestic vacations in last 12 months: <\$1,000	2,781	11.7%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,820	7.6%	127
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,238	5.2%	132
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,147	4.8%	126
Spent on domestic vacations in last 12 months: \$3,000+	1,881	7.9%	126
Domestic travel in the 12 months: used general travel website	2,094	8.8%	127
Foreign travel in last 3 years	7,824	32.8%	124
Took 3+ foreign trips by plane in last 3 years	1,445	6.1%	126
Spent on foreign vacations in last 12 months: <\$1,000	1,361	5.7%	122
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,168	4.9%	130
Spent on foreign vacations in last 12 months: \$3,000+	1,829	7.7%	130
Foreign travel in last 3 years: used general travel website	1,900	8.0%	132
Nights spent in hotel/motel in last 12 months: any	12,393	52.0%	119
Took cruise of more than one day in last 3 years	2,383	10.0%	117
Member of any frequent flyer program	6,027	25.3%	145
Member of any hotel rewards program	5,354	22.5%	134

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# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.02589  
 Longitude: -102.16299

Demographic Summary	2018	2023
Population	56,313	60,906
Population 18+	42,927	46,430
Households	23,297	25,195
Median Household Income	\$77,141	\$84,842

  

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	20,854	48.6%	103
Bought any women's clothing in last 12 months	19,494	45.4%	105
Bought clothing for child <13 years in last 6 months	11,422	26.6%	99
Bought any shoes in last 12 months	24,919	58.0%	109
Bought costume jewelry in last 12 months	8,549	19.9%	110
Bought any fine jewelry in last 12 months	7,898	18.4%	103
Bought a watch in last 12 months	7,166	16.7%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	21,015	90.2%	105
HH bought/leased new vehicle last 12 mo	2,674	11.5%	119
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	38,436	89.5%	105
Bought/changed motor oil in last 12 months	19,655	45.8%	96
Had tune-up in last 12 months	12,028	28.0%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	30,122	70.2%	101
Drank regular cola in last 6 months	16,815	39.2%	88
Drank beer/ale in last 6 months	19,444	45.3%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	6,169	14.4%	123
Own digital SLR camera/camcorder	3,967	9.2%	119
Printed digital photos in last 12 months	11,729	27.3%	118
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	15,690	36.6%	101
Have a smartphone	37,116	86.5%	108
Have a smartphone: Android phone (any brand)	15,475	36.0%	93
Have a smartphone: Apple iPhone	20,706	48.2%	126
Number of cell phones in household: 1	6,925	29.7%	96
Number of cell phones in household: 2	9,352	40.1%	104
Number of cell phones in household: 3+	6,524	28.0%	102
HH has cell phone only (no landline telephone)	12,607	54.1%	103
<b>Computers (Households)</b>			
HH owns a computer	18,940	81.3%	109
HH owns desktop computer	9,456	40.6%	106
HH owns laptop/notebook	14,762	63.4%	112
HH owns any Apple/Mac brand computer	5,079	21.8%	123
HH owns any PC/non-Apple brand computer	15,778	67.7%	108
HH purchased most recent computer in a store	9,341	40.1%	108
HH purchased most recent computer online	3,921	16.8%	125
Spent <\$500 on most recent home computer	3,439	14.8%	97
Spent \$500-\$999 on most recent home computer	4,513	19.4%	110
Spent \$1,000-\$1,499 on most recent home computer	2,619	11.2%	118
Spent \$1,500-\$1,999 on most recent home computer	1,553	6.7%	144
Spent \$2,000+ on most recent home computer	1,153	4.9%	122

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# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.02589  
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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	27,388	63.8%	102
Bought brewed coffee at convenience store in last 30 days	5,486	12.8%	95
Bought cigarettes at convenience store in last 30 days	3,786	8.8%	81
Bought gas at convenience store in last 30 days	15,694	36.6%	99
Spent at convenience store in last 30 days: <\$20	3,468	8.1%	112
Spent at convenience store in last 30 days: \$20-\$39	4,337	10.1%	106
Spent at convenience store in last 30 days: \$40-\$50	3,618	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	2,591	6.0%	108
Spent at convenience store in last 30 days: \$100+	8,554	19.9%	90
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	28,364	66.1%	111
Went to live theater in last 12 months	6,319	14.7%	127
Went to a bar/night club in last 12 months	8,335	19.4%	111
Dined out in last 12 months	24,899	58.0%	114
Gambled at a casino in last 12 months	5,666	13.2%	102
Visited a theme park in last 12 months	8,694	20.3%	107
Viewed movie (video-on-demand) in last 30 days	9,740	22.7%	125
Viewed TV show (video-on-demand) in last 30 days	7,516	17.5%	125
Watched any pay-per-view TV in last 12 months	5,405	12.6%	115
Downloaded a movie over the Internet in last 30 days	4,324	10.1%	111
Downloaded any individual song in last 6 months	10,068	23.5%	116
Watched a movie online in the last 30 days	12,377	28.8%	120
Watched a TV program online in last 30 days	9,332	21.7%	121
Played a video/electronic game (console) in last 12 months	4,372	10.2%	111
Played a video/electronic game (portable) in last 12 months	2,600	6.1%	117
<b>Financial (Adults)</b>			
Have home mortgage (1st)	16,482	38.4%	121
Used ATM/cash machine in last 12 months	25,266	58.9%	110
Own any stock	4,129	9.6%	133
Own U.S. savings bond	2,686	6.3%	130
Own shares in mutual fund (stock)	4,011	9.3%	136
Own shares in mutual fund (bonds)	2,736	6.4%	133
Have interest checking account	14,956	34.8%	118
Have non-interest checking account	13,069	30.4%	103
Have savings account	27,637	64.4%	110
Have 401K retirement savings plan	8,039	18.7%	121
Own/used any credit/debit card in last 12 months	36,486	85.0%	107
Avg monthly credit card expenditures: <\$111	5,009	11.7%	97
Avg monthly credit card expenditures: \$111-\$225	2,896	6.7%	94
Avg monthly credit card expenditures: \$226-\$450	3,222	7.5%	111
Avg monthly credit card expenditures: \$451-\$700	3,159	7.4%	119
Avg monthly credit card expenditures: \$701-\$1,000	3,139	7.3%	126
Avg monthly credit card expenditures: \$1,001+	6,385	14.9%	136
Did banking online in last 12 months	20,766	48.4%	123
Did banking on mobile device in last 12 months	12,509	29.1%	124
Paid bills online in last 12 months	24,937	58.1%	118

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# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.02589  
 Longitude: -102.16299

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	15,769	67.7%	99
Used bread in last 6 months	21,682	93.1%	100
Used chicken (fresh or frozen) in last 6 months	15,941	68.4%	99
Used turkey (fresh or frozen) in last 6 months	3,430	14.7%	96
Used fish/seafood (fresh or frozen) in last 6 months	12,874	55.3%	101
Used fresh fruit/vegetables in last 6 months	20,242	86.9%	100
Used fresh milk in last 6 months	19,778	84.9%	99
Used organic food in last 6 months	6,378	27.4%	116
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	14,557	33.9%	121
Exercise at club 2+ times per week	7,845	18.3%	127
Visited a doctor in last 12 months	33,903	79.0%	103
Used vitamin/dietary supplement in last 6 months	23,748	55.3%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,603	28.3%	102
Used housekeeper/maid/professional HH cleaning service in last 12	3,547	15.2%	109
Purchased low ticket HH furnishings in last 12 months	4,231	18.2%	108
Purchased big ticket HH furnishings in last 12 months	5,861	25.2%	115
Bought any small kitchen appliance in last 12 months	5,468	23.5%	105
Bought any large kitchen appliance in last 12 months	3,423	14.7%	104
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	21,153	49.3%	111
Carry medical/hospital/accident insurance	33,827	78.8%	105
Carry homeowner insurance	22,175	51.7%	109
Carry renter's insurance	4,994	11.6%	135
Have auto insurance: 1 vehicle in household covered	7,362	31.6%	103
Have auto insurance: 2 vehicles in household covered	7,266	31.2%	108
Have auto insurance: 3+ vehicles in household covered	5,545	23.8%	104
<b>Pets (Households)</b>			
Household owns any pet	12,194	52.3%	96
Household owns any cat	4,904	21.0%	92
Household owns any dog	9,156	39.3%	94
<b>Psychographics (Adults)</b>			
Buying American is important to me	16,120	37.6%	93
Usually buy items on credit rather than wait	6,143	14.3%	109
Usually buy based on quality - not price	8,378	19.5%	101
Price is usually more important than brand name	12,001	28.0%	100
Usually use coupons for brands I buy often	7,276	16.9%	95
Am interested in how to help the environment	7,788	18.1%	99
Usually pay more for environ safe product	6,064	14.1%	99
Usually value green products over convenience	4,758	11.1%	98
Likely to buy a brand that supports a charity	15,031	35.0%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	7,578	17.7%	133
Bought hardcover book in last 12 months	9,966	23.2%	117
Bought paperback book in last 12 month	13,830	32.2%	111
Read any daily newspaper (paper version)	8,871	20.7%	100
Read any digital newspaper in last 30 days	18,959	44.2%	117
Read any magazine (paper/electronic version) in last 6 months	39,815	92.8%	102

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# Retail Market Potential

5415 Briarwood Ave, Midland, Texas, 79707  
 Ring: 3 mile radius

Dub House, MAI, CCIM  
 Latitude: 32.02589  
 Longitude: -102.16299

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	34,166	79.6%	105
Went to family restaurant/steak house: 4+ times a month	12,783	29.8%	111
Went to fast food/drive-in restaurant in last 6 months	39,131	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	17,007	39.6%	100
Fast food/drive-in last 6 months: eat in	15,919	37.1%	101
Fast food/drive-in last 6 months: home delivery	3,759	8.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	21,165	49.3%	104
Fast food/drive-in last 6 months: take-out/walk-in	9,682	22.6%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	22,991	53.6%	117
Own any e-reader	4,065	9.5%	128
Own e-reader/tablet: iPad	14,694	34.2%	129
HH has Internet connectable TV	6,626	28.4%	110
Own any portable MP3 player	10,619	24.7%	115
HH owns 1 TV	4,993	21.4%	102
HH owns 2 TVs	6,471	27.8%	103
HH owns 3 TVs	4,830	20.7%	99
HH owns 4+ TVs	4,028	17.3%	97
HH subscribes to cable TV	12,041	51.7%	116
HH subscribes to fiber optic	2,237	9.6%	121
HH owns portable GPS navigation device	6,157	26.4%	106
HH purchased video game system in last 12 mos	1,947	8.4%	98
HH owns any Internet video device for TV	5,713	24.5%	120
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	26,415	61.5%	118
Took 3+ domestic non-business trips in last 12 months	6,741	15.7%	132
Spent on domestic vacations in last 12 months: <\$1,000	5,006	11.7%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,309	7.7%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,138	5.0%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,059	4.8%	126
Spent on domestic vacations in last 12 months: \$3,000+	3,437	8.0%	127
Domestic travel in the 12 months: used general travel website	3,681	8.6%	124
Foreign travel in last 3 years	13,800	32.1%	121
Took 3+ foreign trips by plane in last 3 years	2,566	6.0%	124
Spent on foreign vacations in last 12 months: <\$1,000	2,396	5.6%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,945	4.5%	120
Spent on foreign vacations in last 12 months: \$3,000+	3,250	7.6%	128
Foreign travel in last 3 years: used general travel website	3,311	7.7%	128
Nights spent in hotel/motel in last 12 months: any	22,457	52.3%	120
Took cruise of more than one day in last 3 years	4,269	9.9%	116
Member of any frequent flyer program	10,717	25.0%	143
Member of any hotel rewards program	9,731	22.7%	135

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