

Retail Market Potential

5302 Slide Rd, Lubbock, Texas, 79414 3
 5302 Slide Rd, Lubbock, Texas, 79414
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.54590
 Longitude: -101.92301

Demographic Summary		2025	2030
Population		15,768	16,002
Population 18+		12,065	12,300
Households		7,302	7,541
Median Household Income		\$46,347	\$51,319

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	7,572	62.8%	99
Bought Women`s Clothing/12 Mo	6,189	51.3%	98
Bought Shoes/12 Mo	9,026	74.8%	99
Bought Fine Jewelry/12 Mo	2,689	22.3%	101
Bought Watch/12 Mo	1,638	13.6%	106
Automobiles (Households)			
HH Owns or Leases Any Vehicle	6,389	87.5%	98
HH Bought or Leased New Vehicle/12 Mo	464	6.3%	75
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	10,658	88.3%	99
Bought or Changed Motor Oil/12 Mo	6,564	54.4%	101
Had Vehicle Tune-Up/12 Mo	2,649	22.0%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	5,199	43.1%	113
Drank Beer or Ale/6 Mo	4,377	36.3%	97
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	801	6.6%	78
Own Digital SLR Camera or Camcorder	851	7.0%	73
Printed Digital Photos/12 Mo	2,742	22.7%	91
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	4,479	37.1%	107
Have a Smartphone	11,424	94.7%	101
Have Android Phone (Any Brand) Smartphone	5,015	41.6%	111
Have Apple iPhone Smartphone	6,658	55.2%	94
HH Owns 1 Cell Phone	2,735	37.5%	125
HH Owns 2 Cell Phones	2,662	36.5%	94
HH Owns 3+ Cell Phones	1,695	23.2%	81
HH Has Cell Phone Only (No Landline Telephone)	6,094	83.5%	111
Computers (Households)			
HH Owns Computer	5,847	80.1%	97
HH Owns Desktop Computer	2,499	34.2%	92
HH Owns Laptop or Notebook	4,886	66.9%	97
HH Owns Apple/Mac Brand Computer	1,582	21.7%	87
HH Owns PC/Non-Apple Brand Computer	4,975	68.1%	98
HH Purchased Most Recent Home Computer at Store	2,390	32.7%	93
HH Purchased Most Recent Home Computer Online	1,916	26.2%	97
HH Spent \$1-499 on Most Recent Home Computer	983	13.5%	104
HH Spent \$500-999 on Most Recent Home Computer	1,260	17.3%	97
HH Spent \$1K-1499 on Most Recent Home Computer	664	9.1%	82
HH Spent \$1500-1999 on Most Recent Home Computer	244	3.3%	82
HH Spent \$2K+ on Most Recent Home Computer	419	5.7%	91

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	8,590	71.2%	108
Bought Brewed Coffee at C-Store/30 Days	1,534	12.7%	101
Bought Cigarettes at C-Store/30 Days	959	8.0%	139
Bought Gas at C-Store/30 Days	5,546	46.0%	112
Spent \$1-19 at C-Store/30 Days	725	6.0%	95
Spent \$20-39 at C-Store/30 Days	1,069	8.9%	110
Spent \$40-50 at C-Store/30 Days	710	5.9%	93
Spent \$51-99 at C-Store/30 Days	719	6.0%	112
Spent \$100+ at C-Store/30 Days	3,394	28.1%	114
Entertainment (Adults)			
Attended Movie/6 Mo	6,354	52.7%	99
Went to Live Theater/12 Mo	1,214	10.1%	87
Went to Bar or Night Club/12 Mo	2,322	19.3%	99
Dined Out/12 Mo	5,942	49.3%	88
Gambled at Casino/12 Mo	1,387	11.5%	90
Visited Theme Park/12 Mo	2,135	17.7%	94
Viewed Movie (Video-on-Demand)/30 Days	629	5.2%	64
Viewed TV Show (Video-on-Demand)/30 Days	437	3.6%	66
Used Internet to Download Movie/30 Days	885	7.3%	109
Downloaded Individual Song/6 Mo	2,272	18.8%	104
Used Internet to Watch Movie/30 Days	4,768	39.5%	112
Used Internet to Watch TV Program/30 Days	3,070	25.4%	112
Played (Console) Video or Electronic Game/12 Mo	1,946	16.1%	126
Played (Portable) Video or Electronic Game/12 Mo	996	8.3%	113
Financial (Adults)			
Have 1st Home Mortgage	3,481	28.9%	82
Used ATM or Cash Machine/12 Mo	7,155	59.3%	98
Own Any Stock	1,142	9.5%	69
Own U.S. Savings Bonds	683	5.7%	76
Own Shares in Mutual Fund (Stocks)	952	7.9%	66
Own Shares in Mutual Fund (Bonds)	612	5.1%	66
Have Interest Checking Account	3,627	30.1%	80
Have Non-Interest Checking Account	4,430	36.7%	101
Have Savings Account	8,287	68.7%	96
Have 401(k) Retirement Savings Plan	2,817	23.4%	97
Own or Used Any Credit/Debit Card/12 Mo	10,965	90.9%	99
Avg \$1-110 Monthly Credit Card Expenditures	2,498	20.7%	106
Avg \$111-225 Monthly Credit Card Expenditures	1,401	11.6%	95
Avg \$226-450 Monthly Credit Card Expenditures	1,100	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	1,030	8.5%	98
Avg \$701-1000 Monthly Credit Card Expenditures	819	6.8%	87
Avg \$1001-2000 Monthly Credit Card Expenditures	979	8.1%	70
Avg \$2001+ Monthly Credit Card Expenditures	877	7.3%	54
Did Banking Online/12 Mo	6,452	53.5%	96
Did Banking by Mobile Device/12 Mo	6,090	50.5%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	6,760	92.6%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	5,411	74.1%	97
HH Used Turkey (Fresh or Frozen)/6 Mo	1,338	18.3%	91
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,909	53.5%	94
HH Used Fresh Fruit or Vegetables/6 Mo	6,425	88.0%	97
HH Used Fresh Milk/6 Mo	5,758	78.9%	96
HH Used Organic Food/6 Mo	1,718	23.5%	95
Health (Adults)			
Exercise at Home 2+ Times/Wk	5,088	42.2%	92
Exercise at Club 2+ Times/Wk	1,592	13.2%	99
Visited Doctor/12 Mo	8,892	73.7%	92
Used Vitamins or Dietary Supplements/6 Mo	7,291	60.4%	93
Home (Households)			
HH Did Home Improvement/12 Mo	1,945	26.6%	79
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,885	25.8%	76
HH Purchased Low Ticket HH Furnishing/12 Mo	1,654	22.6%	108
HH Purchased Big Ticket HH Furnishing/12 Mo	1,948	26.7%	112
HH Bought Small Kitchen Appliance/12 Mo	1,773	24.3%	106
HH Purchased Large Appliance/12 Mo	1,246	17.1%	95
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,709	47.3%	94
Personally Carry Any Med/Hosp/Accident Insur	9,697	80.4%	95
Homeowner Carries Home/Personal Property Insurance	5,365	44.5%	76
Renter Carries Home/Pers Property Insurance	2,437	20.2%	152
HH Has 1 Vehicle Covered w/Auto Insurance	2,914	39.9%	124
HH Has 2 Vehicles Covered w/Auto Insurance	2,084	28.5%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	1,295	17.7%	70
Pets (Households)			
HH Owns Any Pet	3,262	44.7%	87
HH Owns Cat	1,701	23.3%	97
HH Owns Dog	2,171	29.7%	78
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2,140	17.7%	111
Buying American Is Important: 4-Agr Cmpl	3,059	25.4%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	1,829	15.2%	107
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,388	11.5%	94
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,181	9.8%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,419	11.8%	108
Buy Based on Price Not Brands: 4-Agr Cmpl	3,623	30.0%	110
Reading (Adults)			
Bought Digital Book/12 Mo	1,917	15.9%	90
Bought Hardcover Book/12 Mo	3,022	25.1%	97
Bought Paperback Book/12 Mo	4,097	34.0%	101
Read Daily Newspaper (Paper Version)	602	5.0%	71
Read Digital Newspaper/30 Days	6,768	56.1%	103
Read Magazine (Paper/Electronic Vers)/6 Mo	10,465	86.7%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	8,649	71.7%	99
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,988	24.8%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	11,134	92.3%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,197	43.1%	108
Ordered Eat-In Fast Food/6 Mo	3,785	31.4%	94
Ordered Home Delivery Fast Food/6 Mo	1,841	15.3%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,004	49.8%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,579	21.4%	93
Television & Electronics (Adults/Households)			
Own Tablet	6,085	50.4%	90
Own E-Reader	1,762	14.6%	89
Own E-Reader/Tablet: Apple iPad	3,612	29.9%	83
HH Owns Smart TV	2,819	38.6%	93
Own Portable MP3 Player	855	7.1%	92
HH Owns 1 TV	1,777	24.3%	123
HH Owns 2 TVs	2,142	29.3%	106
HH Owns 3 TVs	1,417	19.4%	88
HH Owns 4+ TVs	1,194	16.4%	75
HH Subscribes to Cable TV	1,575	21.6%	76
HH Subscribes to Fiber Optic TV	131	1.8%	55
HH Owns Portable GPS Device	953	13.1%	79
HH Purchased Video Game System/12 Mo	528	7.2%	102
HH Owns Internet Video Device for TV	3,677	50.4%	96
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	6,765	56.1%	91
Took 3+ Domestic Non-Business Trips/12 Mo	1,761	14.6%	80
Spent \$1-999 on Domestic Vacations/12 Mo	1,401	11.6%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	785	6.5%	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	501	4.2%	87
Spent \$2K-2999 on Domestic Vacations/12 Mo	502	4.2%	74
Spent \$3K+ on Domestic Vacations/12 Mo	946	7.8%	66
Used Intrnt Travel Site for Domestic Trip/12 Mo	688	5.7%	89
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,011	25.0%	82
Took 3+ Foreign Trips by Plane/3 Yrs	525	4.3%	78
Spent \$1-999 on Foreign Vacations/12 Mo	376	3.1%	73
Spent \$1K-2999 on Foreign Vacations/12 Mo	504	4.2%	97
Spent \$3K+ on Foreign Vacations/12 Mo	806	6.7%	69
Used General Travel Site: Foreign Trip/3 Yrs	463	3.8%	72
Spent Night at Hotel or Motel/12 Mo	5,923	49.1%	90
Took Cruise of More Than One Day/3 Yrs	856	7.1%	80
Member of Frequent Flyer Program	2,412	20.0%	73
Member of Hotel Rewards Program	2,857	23.7%	81

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 Ring: 3 mile radius

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Demographic Summary		2025	2030
Population		102,638	105,435
Population 18+		80,730	83,497
Households		45,342	47,530
Median Household Income		\$62,802	\$71,395

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	51,285	63.5%	100
Bought Women`s Clothing/12 Mo	42,045	52.1%	100
Bought Shoes/12 Mo	61,082	75.7%	100
Bought Fine Jewelry/12 Mo	17,336	21.5%	98
Bought Watch/12 Mo	10,473	13.0%	101
Automobiles (Households)			
HH Owns or Leases Any Vehicle	40,948	90.3%	101
HH Bought or Leased New Vehicle/12 Mo	3,559	7.8%	92
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	73,219	90.7%	102
Bought or Changed Motor Oil/12 Mo	44,706	55.4%	102
Had Vehicle Tune-Up/12 Mo	18,130	22.5%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	31,749	39.3%	103
Drank Beer or Ale/6 Mo	30,234	37.5%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	6,661	8.3%	97
Own Digital SLR Camera or Camcorder	7,328	9.1%	94
Printed Digital Photos/12 Mo	20,436	25.3%	101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	28,107	34.8%	101
Have a Smartphone	76,538	94.8%	101
Have Android Phone (Any Brand) Smartphone	31,274	38.7%	103
Have Apple iPhone Smartphone	46,792	58.0%	99
HH Owns 1 Cell Phone	15,220	33.6%	112
HH Owns 2 Cell Phones	17,262	38.1%	98
HH Owns 3+ Cell Phones	11,753	25.9%	90
HH Has Cell Phone Only (No Landline Telephone)	35,851	79.1%	105
Computers (Households)			
HH Owns Computer	37,629	83.0%	100
HH Owns Desktop Computer	16,569	36.5%	98
HH Owns Laptop or Notebook	31,336	69.1%	100
HH Owns Apple/Mac Brand Computer	10,686	23.6%	94
HH Owns PC/Non-Apple Brand Computer	31,779	70.1%	101
HH Purchased Most Recent Home Computer at Store	15,765	34.8%	99
HH Purchased Most Recent Home Computer Online	12,312	27.1%	101
HH Spent \$1-499 on Most Recent Home Computer	6,142	13.6%	105
HH Spent \$500-999 on Most Recent Home Computer	8,316	18.3%	104
HH Spent \$1K-1499 on Most Recent Home Computer	4,792	10.6%	95
HH Spent \$1500-1999 on Most Recent Home Computer	1,668	3.7%	90
HH Spent \$2K+ on Most Recent Home Computer	2,800	6.2%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	55,473	68.7%	104
Bought Brewed Coffee at C-Store/30 Days	10,365	12.8%	102
Bought Cigarettes at C-Store/30 Days	5,178	6.4%	112
Bought Gas at C-Store/30 Days	35,834	44.4%	108
Spent \$1-19 at C-Store/30 Days	5,188	6.4%	102
Spent \$20-39 at C-Store/30 Days	6,977	8.6%	107
Spent \$40-50 at C-Store/30 Days	5,280	6.5%	103
Spent \$51-99 at C-Store/30 Days	4,643	5.8%	108
Spent \$100+ at C-Store/30 Days	21,005	26.0%	105
Entertainment (Adults)			
Attended Movie/6 Mo	43,055	53.3%	100
Went to Live Theater/12 Mo	9,441	11.7%	101
Went to Bar or Night Club/12 Mo	16,253	20.1%	104
Dined Out/12 Mo	44,570	55.2%	98
Gambled at Casino/12 Mo	10,136	12.6%	98
Visited Theme Park/12 Mo	14,360	17.8%	94
Viewed Movie (Video-on-Demand)/30 Days	5,767	7.1%	87
Viewed TV Show (Video-on-Demand)/30 Days	3,986	4.9%	90
Used Internet to Download Movie/30 Days	5,660	7.0%	104
Downloaded Individual Song/6 Mo	14,583	18.1%	99
Used Internet to Watch Movie/30 Days	29,736	36.8%	105
Used Internet to Watch TV Program/30 Days	19,522	24.2%	107
Played (Console) Video or Electronic Game/12 Mo	11,582	14.3%	112
Played (Portable) Video or Electronic Game/12 Mo	6,128	7.6%	104
Financial (Adults)			
Have 1st Home Mortgage	27,541	34.1%	97
Used ATM or Cash Machine/12 Mo	49,106	60.8%	100
Own Any Stock	10,038	12.4%	91
Own U.S. Savings Bonds	5,945	7.4%	98
Own Shares in Mutual Fund (Stocks)	8,948	11.1%	92
Own Shares in Mutual Fund (Bonds)	5,838	7.2%	95
Have Interest Checking Account	29,373	36.4%	97
Have Non-Interest Checking Account	29,675	36.8%	101
Have Savings Account	58,225	72.1%	101
Have 401(k) Retirement Savings Plan	20,114	24.9%	103
Own or Used Any Credit/Debit Card/12 Mo	74,615	92.4%	100
Avg \$1-110 Monthly Credit Card Expenditures	16,435	20.4%	104
Avg \$111-225 Monthly Credit Card Expenditures	9,763	12.1%	99
Avg \$226-450 Monthly Credit Card Expenditures	7,119	8.8%	105
Avg \$451-700 Monthly Credit Card Expenditures	7,108	8.8%	101
Avg \$701-1000 Monthly Credit Card Expenditures	6,104	7.6%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	8,580	10.6%	92
Avg \$2001+ Monthly Credit Card Expenditures	9,249	11.5%	85
Did Banking Online/12 Mo	45,293	56.1%	101
Did Banking by Mobile Device/12 Mo	40,442	50.1%	103

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July 22, 2025

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	42,504	93.7%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	34,353	75.8%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	8,983	19.8%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	25,303	55.8%	98
HH Used Fresh Fruit or Vegetables/6 Mo	40,591	89.5%	99
HH Used Fresh Milk/6 Mo	36,621	80.8%	99
HH Used Organic Food/6 Mo	10,828	23.9%	96
Health (Adults)			
Exercise at Home 2+ Times/Wk	36,353	45.0%	98
Exercise at Club 2+ Times/Wk	10,903	13.5%	102
Visited Doctor/12 Mo	63,701	78.9%	99
Used Vitamins or Dietary Supplements/6 Mo	51,757	64.1%	98
Home (Households)			
HH Did Home Improvement/12 Mo	14,590	32.2%	95
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	14,676	32.4%	95
HH Purchased Low Ticket HH Furnishing/12 Mo	10,016	22.1%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	11,524	25.4%	106
HH Bought Small Kitchen Appliance/12 Mo	10,873	24.0%	105
HH Purchased Large Appliance/12 Mo	8,208	18.1%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	40,829	50.6%	100
Personally Carry Any Med/Hosp/Accident Insur	68,188	84.5%	100
Homeowner Carries Home/Personal Property Insurance	45,325	56.1%	95
Renter Carries Home/Pers Property Insurance	12,708	15.7%	118
HH Has 1 Vehicle Covered w/Auto Insurance	16,152	35.6%	110
HH Has 2 Vehicles Covered w/Auto Insurance	14,172	31.3%	102
HH Has 3+ Vehicles Covered w/Auto Insurance	10,001	22.1%	87
Pets (Households)			
HH Owns Any Pet	22,615	49.9%	97
HH Owns Cat	10,863	24.0%	100
HH Owns Dog	15,939	35.1%	92
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	13,032	16.1%	101
Buying American Is Important: 4-Agr Cmpl	21,688	26.9%	98
Buy Based on Quality Not Price: 4-Agr Cmpl	11,767	14.6%	103
Buy on Credit Rather Than Wait: 4-Agr Cmpl	9,464	11.7%	95
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	7,772	9.6%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	9,198	11.4%	104
Buy Based on Price Not Brands: 4-Agr Cmpl	22,795	28.2%	103
Reading (Adults)			
Bought Digital Book/12 Mo	14,222	17.6%	99
Bought Hardcover Book/12 Mo	21,267	26.3%	102
Bought Paperback Book/12 Mo	28,000	34.7%	103
Read Daily Newspaper (Paper Version)	5,292	6.6%	94
Read Digital Newspaper/30 Days	44,786	55.5%	102
Read Magazine (Paper/Electronic Vers)/6 Mo	70,304	87.1%	100

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Retail Market Potential

5302 Slide Rd, Lubbock, Texas, 79414 3
 5302 Slide Rd, Lubbock, Texas, 79414
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.54590
 Longitude: -101.92301

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	59,396	73.6%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	19,977	24.8%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	74,211	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	33,024	40.9%	103
Ordered Eat-In Fast Food/6 Mo	26,261	32.5%	98
Ordered Home Delivery Fast Food/6 Mo	10,566	13.1%	106
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	41,132	51.0%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	18,142	22.5%	98
Television & Electronics (Adults/Households)			
Own Tablet	43,875	54.4%	97
Own E-Reader	13,371	16.6%	101
Own E-Reader/Tablet: Apple iPad	27,818	34.5%	95
HH Owns Smart TV	18,584	41.0%	99
Own Portable MP3 Player	6,271	7.8%	101
HH Owns 1 TV	9,474	20.9%	106
HH Owns 2 TVs	12,992	28.6%	103
HH Owns 3 TVs	9,659	21.3%	97
HH Owns 4+ TVs	9,167	20.2%	92
HH Subscribes to Cable TV	12,278	27.1%	96
HH Subscribes to Fiber Optic TV	1,238	2.7%	84
HH Owns Portable GPS Device	7,197	15.9%	96
HH Purchased Video Game System/12 Mo	2,854	6.3%	89
HH Owns Internet Video Device for TV	23,953	52.8%	101
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	49,777	61.7%	100
Took 3+ Domestic Non-Business Trips/12 Mo	14,079	17.4%	95
Spent \$1-999 on Domestic Vacations/12 Mo	9,591	11.9%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	5,544	6.9%	99
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,720	4.6%	96
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,277	5.3%	94
Spent \$3K+ on Domestic Vacations/12 Mo	8,717	10.8%	91
Used Intrnt Travel Site for Domestic Trip/12 Mo	4,975	6.2%	96
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	22,273	27.6%	91
Took 3+ Foreign Trips by Plane/3 Yrs	3,752	4.7%	84
Spent \$1-999 on Foreign Vacations/12 Mo	3,036	3.8%	89
Spent \$1K-2999 on Foreign Vacations/12 Mo	3,245	4.0%	93
Spent \$3K+ on Foreign Vacations/12 Mo	6,716	8.3%	86
Used General Travel Site: Foreign Trip/3 Yrs	3,689	4.6%	85
Spent Night at Hotel or Motel/12 Mo	43,696	54.1%	99
Took Cruise of More Than One Day/3 Yrs	6,657	8.3%	93
Member of Frequent Flyer Program	20,256	25.1%	91
Member of Hotel Rewards Program	22,587	28.0%	95

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Retail Market Potential

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 5302 Slide Rd, Lubbock, Texas, 79414
 Ring: 5 mile radius

Prepared by Esri
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Demographic Summary		2025	2030
Population		242,455	250,177
Population 18+		189,573	197,669
Households		99,194	104,545
Median Household Income		\$59,641	\$66,974

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	120,500	63.6%	100
Bought Women`s Clothing/12 Mo	98,862	52.1%	100
Bought Shoes/12 Mo	144,253	76.1%	100
Bought Fine Jewelry/12 Mo	42,157	22.2%	101
Bought Watch/12 Mo	24,403	12.9%	100
Automobiles (Households)			
HH Owns or Leases Any Vehicle	88,605	89.3%	100
HH Bought or Leased New Vehicle/12 Mo	7,779	7.8%	92
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	169,407	89.4%	100
Bought or Changed Motor Oil/12 Mo	104,225	55.0%	102
Had Vehicle Tune-Up/12 Mo	41,633	22.0%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	78,350	41.3%	108
Drank Beer or Ale/6 Mo	70,114	37.0%	99
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	14,938	7.9%	93
Own Digital SLR Camera or Camcorder	17,105	9.0%	93
Printed Digital Photos/12 Mo	46,637	24.6%	99
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	68,720	36.3%	105
Have a Smartphone	179,117	94.5%	100
Have Android Phone (Any Brand) Smartphone	73,057	38.5%	103
Have Apple iPhone Smartphone	110,072	58.1%	99
HH Owns 1 Cell Phone	32,152	32.4%	108
HH Owns 2 Cell Phones	36,222	36.5%	94
HH Owns 3+ Cell Phones	28,239	28.5%	99
HH Has Cell Phone Only (No Landline Telephone)	79,147	79.8%	106
Computers (Households)			
HH Owns Computer	81,336	82.0%	99
HH Owns Desktop Computer	35,452	35.7%	96
HH Owns Laptop or Notebook	67,870	68.4%	99
HH Owns Apple/Mac Brand Computer	23,430	23.6%	95
HH Owns PC/Non-Apple Brand Computer	68,669	69.2%	100
HH Purchased Most Recent Home Computer at Store	33,666	33.9%	97
HH Purchased Most Recent Home Computer Online	26,867	27.1%	100
HH Spent \$1-499 on Most Recent Home Computer	13,148	13.3%	102
HH Spent \$500-999 on Most Recent Home Computer	17,452	17.6%	99
HH Spent \$1K-1499 on Most Recent Home Computer	10,467	10.6%	95
HH Spent \$1500-1999 on Most Recent Home Computer	3,652	3.7%	90
HH Spent \$2K+ on Most Recent Home Computer	5,941	6.0%	95

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	130,276	68.7%	104
Bought Brewed Coffee at C-Store/30 Days	23,956	12.6%	101
Bought Cigarettes at C-Store/30 Days	11,808	6.2%	109
Bought Gas at C-Store/30 Days	84,144	44.4%	108
Spent \$1-19 at C-Store/30 Days	12,147	6.4%	101
Spent \$20-39 at C-Store/30 Days	16,356	8.6%	107
Spent \$40-50 at C-Store/30 Days	12,592	6.6%	105
Spent \$51-99 at C-Store/30 Days	10,926	5.8%	108
Spent \$100+ at C-Store/30 Days	50,160	26.5%	107
Entertainment (Adults)			
Attended Movie/6 Mo	103,545	54.6%	103
Went to Live Theater/12 Mo	21,295	11.2%	97
Went to Bar or Night Club/12 Mo	37,593	19.8%	102
Dined Out/12 Mo	102,303	54.0%	96
Gambled at Casino/12 Mo	22,959	12.1%	94
Visited Theme Park/12 Mo	35,827	18.9%	100
Viewed Movie (Video-on-Demand)/30 Days	12,933	6.8%	83
Viewed TV Show (Video-on-Demand)/30 Days	8,776	4.6%	84
Used Internet to Download Movie/30 Days	13,779	7.3%	108
Downloaded Individual Song/6 Mo	36,083	19.0%	105
Used Internet to Watch Movie/30 Days	74,535	39.3%	112
Used Internet to Watch TV Program/30 Days	46,338	24.4%	108
Played (Console) Video or Electronic Game/12 Mo	29,051	15.3%	120
Played (Portable) Video or Electronic Game/12 Mo	15,141	8.0%	110
Financial (Adults)			
Have 1st Home Mortgage	62,551	33.0%	94
Used ATM or Cash Machine/12 Mo	113,391	59.8%	99
Own Any Stock	21,747	11.5%	84
Own U.S. Savings Bonds	13,126	6.9%	92
Own Shares in Mutual Fund (Stocks)	18,670	9.8%	82
Own Shares in Mutual Fund (Bonds)	12,224	6.5%	84
Have Interest Checking Account	64,975	34.3%	91
Have Non-Interest Checking Account	68,211	36.0%	99
Have Savings Account	134,527	71.0%	99
Have 401(k) Retirement Savings Plan	45,114	23.8%	98
Own or Used Any Credit/Debit Card/12 Mo	174,256	91.9%	100
Avg \$1-110 Monthly Credit Card Expenditures	37,291	19.7%	101
Avg \$111-225 Monthly Credit Card Expenditures	22,618	11.9%	97
Avg \$226-450 Monthly Credit Card Expenditures	16,591	8.8%	104
Avg \$451-700 Monthly Credit Card Expenditures	16,421	8.7%	99
Avg \$701-1000 Monthly Credit Card Expenditures	14,043	7.4%	95
Avg \$1001-2000 Monthly Credit Card Expenditures	18,923	10.0%	87
Avg \$2001+ Monthly Credit Card Expenditures	20,494	10.8%	81
Did Banking Online/12 Mo	103,171	54.4%	98
Did Banking by Mobile Device/12 Mo	95,256	50.3%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	93,121	93.9%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	74,731	75.3%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	18,981	19.1%	96
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	54,777	55.2%	97
HH Used Fresh Fruit or Vegetables/6 Mo	88,473	89.2%	99
HH Used Fresh Milk/6 Mo	80,308	81.0%	99
HH Used Organic Food/6 Mo	23,791	24.0%	97
Health (Adults)			
Exercise at Home 2+ Times/Wk	84,618	44.6%	97
Exercise at Club 2+ Times/Wk	25,195	13.3%	100
Visited Doctor/12 Mo	146,928	77.5%	97
Used Vitamins or Dietary Supplements/6 Mo	119,135	62.8%	96
Home (Households)			
HH Did Home Improvement/12 Mo	31,464	31.7%	94
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	31,084	31.3%	92
HH Purchased Low Ticket HH Furnishing/12 Mo	21,579	21.8%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	25,140	25.3%	106
HH Bought Small Kitchen Appliance/12 Mo	24,216	24.4%	107
HH Purchased Large Appliance/12 Mo	17,673	17.8%	99
Insurance (Adults/Households)			
Currently Carry Life Insurance	92,507	48.8%	97
Personally Carry Any Med/Hosp/Accident Insur	157,653	83.2%	98
Homeowner Carries Home/Personal Property Insurance	100,847	53.2%	90
Renter Carries Home/Pers Property Insurance	30,803	16.3%	122
HH Has 1 Vehicle Covered w/Auto Insurance	34,866	35.1%	109
HH Has 2 Vehicles Covered w/Auto Insurance	30,455	30.7%	100
HH Has 3+ Vehicles Covered w/Auto Insurance	22,109	22.3%	88
Pets (Households)			
HH Owns Any Pet	49,592	50.0%	97
HH Owns Cat	23,589	23.8%	99
HH Owns Dog	35,484	35.8%	94
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	31,986	16.9%	105
Buying American Is Important: 4-Agr Cmpl	48,250	25.4%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	27,474	14.5%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	22,287	11.8%	96
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	18,011	9.5%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	21,650	11.4%	105
Buy Based on Price Not Brands: 4-Agr Cmpl	55,144	29.1%	107
Reading (Adults)			
Bought Digital Book/12 Mo	33,237	17.5%	99
Bought Hardcover Book/12 Mo	49,368	26.0%	101
Bought Paperback Book/12 Mo	66,016	34.8%	103
Read Daily Newspaper (Paper Version)	10,925	5.8%	82
Read Digital Newspaper/30 Days	107,778	56.9%	104
Read Magazine (Paper/Electronic Vers)/6 Mo	165,385	87.2%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	138,618	73.1%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	47,025	24.8%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	175,067	92.3%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	80,856	42.6%	107
Ordered Eat-In Fast Food/6 Mo	63,396	33.4%	101
Ordered Home Delivery Fast Food/6 Mo	26,593	14.0%	114
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	97,096	51.2%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	42,864	22.6%	99
Television & Electronics (Adults/Households)			
Own Tablet	101,529	53.6%	95
Own E-Reader	29,590	15.6%	95
Own E-Reader/Tablet: Apple iPad	63,688	33.6%	93
HH Owns Smart TV	40,181	40.5%	98
Own Portable MP3 Player	14,182	7.5%	97
HH Owns 1 TV	20,643	20.8%	105
HH Owns 2 TVs	27,647	27.9%	100
HH Owns 3 TVs	21,276	21.4%	97
HH Owns 4+ TVs	20,339	20.5%	94
HH Subscribes to Cable TV	25,209	25.4%	90
HH Subscribes to Fiber Optic TV	2,624	2.6%	82
HH Owns Portable GPS Device	14,862	15.0%	90
HH Purchased Video Game System/12 Mo	6,421	6.5%	92
HH Owns Internet Video Device for TV	52,223	52.6%	100
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	114,219	60.3%	97
Took 3+ Domestic Non-Business Trips/12 Mo	32,353	17.1%	93
Spent \$1-999 on Domestic Vacations/12 Mo	22,920	12.1%	110
Spent \$1K-1499 on Domestic Vacations/12 Mo	13,644	7.2%	104
Spent \$1500-1999 on Domestic Vacations/12 Mo	8,127	4.3%	90
Spent \$2K-2999 on Domestic Vacations/12 Mo	9,632	5.1%	91
Spent \$3K+ on Domestic Vacations/12 Mo	18,798	9.9%	83
Used Intrnt Travel Site for Domestic Trip/12 Mo	11,816	6.2%	97
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	52,866	27.9%	92
Took 3+ Foreign Trips by Plane/3 Yrs	8,336	4.4%	79
Spent \$1-999 on Foreign Vacations/12 Mo	7,580	4.0%	94
Spent \$1K-2999 on Foreign Vacations/12 Mo	7,560	4.0%	93
Spent \$3K+ on Foreign Vacations/12 Mo	15,362	8.1%	84
Used General Travel Site: Foreign Trip/3 Yrs	8,885	4.7%	87
Spent Night at Hotel or Motel/12 Mo	101,163	53.4%	98
Took Cruise of More Than One Day/3 Yrs	15,367	8.1%	92
Member of Frequent Flyer Program	45,195	23.8%	87
Member of Hotel Rewards Program	50,697	26.7%	91

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