

LAND FOR SALE

1.59 ACRES OF COMMERCIAL DEVELOPMENT LAND WOODROW RD & UNIVERSITY

Woodrow Road & University Avenue , Lubbock, TX 79423



OFFERING SUMMARY

SALE PRICE:	Tract 1 - 39,640 SF CAD: R75252 Tract 2 - 29,621SF CAD: R75175 Purchased together Price: \$350,000
LOT SIZE:	1.59 Acres
ZONING:	Out of City Limits
PRICE / SF:	\$5.05

PROPERTY OVERVIEW

Commercial tracts of land for sale on fast growing area. Tract 1 offers approximate frontage of 260' hard cornering Woodrow and University. Tract 1 runs approximately 143' deep. Tract 2 offers 0.68 acres and measures approximately 115' deep. Tracts are being sold together.

Location is prime for gas stations, commercial retail, industrial business, and much more. Property is out of city limits and is surrounded by residential development.

Utilities are available including cable/fiber optics.

PROPERTY HIGHLIGHTS

- Woodrow Frontage
- Utilities/Cable/Fiber Optics Available
- Growing Location of Lubbock
- Cooper School District

KW COMMERCIAL
10210 Quaker Avenue
Lubbock, TX 79424

KENT HEBISON
Associate
0: 806.577.3811
kent.hebison@kw.com

We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and they may not represent current or future performance of the property. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

Each Office Independently Owned and Operated kwcommercial.com

MAPS OF LOCATION

1.59 ACRES OF COMMERCIAL DEVELOPMENT LAND WOODROW RD & UNIVERSITY

Woodrow Road & University Avenue , Lubbock, TX 79423



KW COMMERCIAL
10210 Quaker Avenue
Lubbock, TX 79424

KENT HEBISON
Associate
O: 806.577.3811
kent.hebison@kw.com

We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and they may not represent current or future performance of the property. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

Each Office Independently Owned and Operated kwcommercial.com



Traffic Count Profile

Woodrow Rd & University Ave, Lubbock, Texas, 79423
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 33.44719
Longitude: -101.87025

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.09	University Ave	Woodrow Rd (0.09 miles S)	2017	2,828
0.21	C R 2170	Woodrow Rd (0.16 miles N)	2017	135
0.37	Avenue W	C R 7610 (0.05 miles S)	2017	268
0.67	C R 2130	Woodrow Rd (0.19 miles N)	2017	1,960
0.94	University Ave	146th St (0.06 miles N)	2017	2,818
1.00	C R 2300	Woodrow Rd (0.16 miles S)	2017	285
1.01	Indiana Ave	158th St (0.16 miles N)	2017	4,076
1.01	146th St	University Ave (0.12 miles W)	2017	10
1.03	Cr 7700	C R 2140 (0.2 miles W)	2017	391
1.10	C R 7700	C R 2270 (0.43000001 miles E)	2017	209
1.18	Woodrow Rd	C R 2330 (0.17 miles E)	2017	4,840
1.22	Woodrow Rd	C R 2040 (0.17 miles W)	2017	3,009
1.41	C R 2040	Woodrow Rd (0.20999999 miles N)	2017	128
1.41	Woodrow Rd	C R 2330 (0.06 miles W)	2017	4,294
1.47	146th St	Joliet Ave (0.06 miles W)	2017	237
1.47	146th St	Ave P (0.09 miles W)	2017	77
1.53	State Spur 493	US Hwy 87 (0.31 miles N)	2017	2,319
1.56	State Spur 493	Woodrow Rd (0.07 miles NW)	2017	1,192
1.61	C R 2330	Pvt Rd 7670 (0.04 miles S)	2017	471
1.69	US Hwy 87	State Spur 493 (0.11 miles S)	2017	15,995
1.80	146th St	US Hwy 87 (0.01 miles W)	2010	11,600
1.90	Ave L	138th St (0.06 miles N)	2017	100
1.92	138th St	Ave L (0.05 miles E)	2017	55
1.95	Ave P	136th St (0.05 miles S)	2017	550
2.01	130th St	Indiana Ave (0.87 miles W)	2017	7,955
2.01	Co Rd 7400	University Ave (0.1 miles W)	2017	7,751
2.10	University Ave	Co Rd 7400 (0.1 miles S)	2017	3,430
2.13	146th St	Quaker Ave (0.12 miles W)	2017	42
2.15	130th St	Indiana Ave (0.20999999 miles W)	2017	8,228
2.19	Ave P	132nd St (0.07 miles S)	2017	660

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2019 to 1963. Over 25% of the counts were taken between 2010 and 2019 and over 77% of the counts were taken between 2000 and 2019. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2019 Kalibrate Technologies (Q3 2019).



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Demographic Summary		2019	2024
Population		2,203	2,487
Population 18+		1,684	1,910
Households		770	866
Median Household Income		\$63,858	\$73,661

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	856	50.8%	107
Bought any women's clothing in last 12 months	749	44.5%	104
Bought clothing for child <13 years in last 6 months	483	28.7%	108
Bought any shoes in last 12 months	876	52.0%	99
Bought costume jewelry in last 12 months	290	17.2%	99
Bought any fine jewelry in last 12 months	293	17.4%	97
Bought a watch in last 12 months	230	13.7%	88
Automobiles (Households)			
HH owns/leases any vehicle	704	91.4%	107
HH bought/leased new vehicle last 12 months	74	9.6%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,523	90.4%	106
Bought/changed motor oil in last 12 months	924	54.9%	115
Had tune-up in last 12 months	392	23.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,197	71.1%	99
Drank regular cola in last 6 months	799	47.4%	107
Drank beer/ale in last 6 months	690	41.0%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	188	11.2%	112
Own digital SLR camera/camcorder	149	8.8%	112
Printed digital photos in last 12 months	393	23.3%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	578	34.3%	99
Have a smartphone	1,351	80.2%	96
Have a smartphone: Android phone (any brand)	710	42.2%	104
Have a smartphone: Apple iPhone	608	36.1%	86
Number of cell phones in household: 1	198	25.7%	84
Number of cell phones in household: 2	343	44.5%	115
Number of cell phones in household: 3+	213	27.7%	98
HH has cell phone only (no landline telephone)	422	54.8%	98
Computers (Households)			
HH owns a computer	564	73.2%	100
HH owns desktop computer	299	38.8%	105
HH owns laptop/notebook	437	56.8%	100
HH owns any Apple/Mac brand computer	98	12.7%	70
HH owns any PC/non-Apple brand computer	498	64.7%	105
HH purchased most recent computer in a store	262	34.0%	94
HH purchased most recent computer online	110	14.3%	105
Spent <\$1-499 on most recent home computer	115	14.9%	102
Spent \$500-\$999 on most recent home computer	132	17.1%	102
Spent \$1,000-\$1,499 on most recent home computer	70	9.1%	95
Spent \$1,500-\$1,999 on most recent home computer	28	3.6%	82
Spent \$2,000+ on most recent home computer	25	3.2%	82

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,092	64.8%	102
Bought brewed coffee at convenience store in last 30 days	233	13.8%	100
Bought cigarettes at convenience store in last 30 days	204	12.1%	112
Bought gas at convenience store in last 30 days	792	47.0%	126
Spent at convenience store in last 30 days: <\$1-19	111	6.6%	96
Spent at convenience store in last 30 days: \$20-\$39	125	7.4%	78
Spent at convenience store in last 30 days: \$40-\$50	123	7.3%	89
Spent at convenience store in last 30 days: \$51-\$99	102	6.1%	109
Spent at convenience store in last 30 days: \$100+	493	29.3%	131
Entertainment (Adults)			
Attended a movie in last 6 months	905	53.7%	92
Went to live theater in last 12 months	148	8.8%	80
Went to a bar/night club in last 12 months	286	17.0%	98
Dined out in last 12 months	916	54.4%	104
Gambled at a casino in last 12 months	178	10.6%	80
Visited a theme park in last 12 months	252	15.0%	79
Viewed movie (video-on-demand) in last 30 days	220	13.1%	75
Viewed TV show (video-on-demand) in last 30 days	168	10.0%	79
Watched any pay-per-view TV in last 12 months	170	10.1%	103
Downloaded a movie over the Internet in last 30 days	124	7.4%	77
Downloaded any individual song in last 6 months	281	16.7%	88
Watched a movie online in the last 30 days	312	18.5%	69
Watched a TV program online in last 30 days	210	12.5%	65
Played a video/electronic game (console) in last 12 months	125	7.4%	84
Played a video/electronic game (portable) in last 12 months	64	3.8%	81
Financial (Adults)			
Have home mortgage (1st)	555	33.0%	106
Used ATM/cash machine in last 12 months	871	51.7%	98
Own any stock	111	6.6%	92
Own U.S. savings bond	77	4.6%	105
Own shares in mutual fund (stock)	106	6.3%	88
Own shares in mutual fund (bonds)	66	3.9%	82
Have interest checking account	548	32.5%	113
Have non-interest checking account	507	30.1%	103
Have savings account	967	57.4%	100
Have 401K retirement savings plan	289	17.2%	107
Own/used any credit/debit card in last 12 months	1,316	78.1%	98
Avg monthly credit card expenditures: <\$1-110	197	11.7%	102
Avg monthly credit card expenditures: \$111-\$225	124	7.4%	100
Avg monthly credit card expenditures: \$226-\$450	103	6.1%	90
Avg monthly credit card expenditures: \$451-\$700	103	6.1%	100
Avg monthly credit card expenditures: \$701-\$1,000	85	5.0%	90
Avg monthly credit card expenditures: \$1,001+	171	10.2%	87
Did banking online in last 12 months	673	40.0%	102
Did banking on mobile device in last 12 months	432	25.7%	99
Paid bills online in last 12 months	833	49.5%	99

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	555	72.1%	105
Used bread in last 6 months	731	94.9%	102
Used chicken (fresh or frozen) in last 6 months	535	69.5%	100
Used turkey (fresh or frozen) in last 6 months	97	12.6%	84
Used fish/seafood (fresh or frozen) in last 6 months	422	54.8%	99
Used fresh fruit/vegetables in last 6 months	666	86.5%	101
Used fresh milk in last 6 months	691	89.7%	104
Used organic food in last 6 months	134	17.4%	73
Health (Adults)			
Exercise at home 2+ times per week	421	25.0%	91
Exercise at club 2+ times per week	185	11.0%	77
Visited a doctor in last 12 months	1,312	77.9%	101
Used vitamin/dietary supplement in last 6 months	856	50.8%	94
Home (Households)			
Did any home improvement in last 12 months	236	30.6%	111
Used any housekeeper/professional cleaning service in last 12 months	81	10.5%	72
Purchased low ticket HH furnishings in last 12 months	123	16.0%	93
Purchased big ticket HH furnishings in last 12 months	151	19.6%	88
Bought any small kitchen appliance in last 12 months	173	22.5%	101
Bought any large kitchen appliance in last 12 months	120	15.6%	112
Insurance (Adults/Households)			
Currently carry life insurance	849	50.4%	114
Carry medical/hospital/accident insurance	1,309	77.7%	104
Carry homeowner insurance	938	55.7%	118
Carry renter's insurance	104	6.2%	73
Have auto insurance: 1 vehicle in household covered	184	23.9%	77
Have auto insurance: 2 vehicles in household covered	235	30.5%	107
Have auto insurance: 3+ vehicles in household covered	259	33.6%	147
Pets (Households)			
Household owns any pet	531	69.0%	127
Household owns any cat	255	33.1%	145
Household owns any dog	423	54.9%	132
Psychographics (Adults)			
Buying American is important to me	790	46.9%	120
Usually buy items on credit rather than wait	199	11.8%	90
Usually buy based on quality - not price	296	17.6%	93
Price is usually more important than brand name	489	29.0%	106
Usually use coupons for brands I buy often	352	20.9%	121
Am interested in how to help the environment	265	15.7%	81
Usually pay more for environ safe product	207	12.3%	87
Usually value green products over convenience	179	10.6%	94
Likely to buy a brand that supports a charity	547	32.5%	92
Reading (Adults)			
Bought digital book in last 12 months	202	12.0%	93
Bought hardcover book in last 12 months	298	17.7%	88
Bought paperback book in last 12 month	448	26.6%	93
Read any daily newspaper (paper version)	272	16.2%	88
Read any digital newspaper in last 30 days	548	32.5%	82
Read any magazine (paper/electronic version) in last 6 months	1,514	89.9%	99

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,339	79.5%	106
Went to family restaurant/steak house: 4+ times a month	502	29.8%	112
Went to fast food/drive-in restaurant in last 6 months	1,568	93.1%	103
Went to fast food/drive-in restaurant 9+ times/month	747	44.4%	113
Fast food restaurant last 6 months: eat in	681	40.4%	109
Fast food restaurant last 6 months: home delivery	99	5.9%	68
Fast food restaurant last 6 months: take-out/drive-thru	892	53.0%	113
Fast food restaurant last 6 months: take-out/walk-in	312	18.5%	89
Television & Electronics (Adults/Households)			
Own any tablet	787	46.7%	97
Own any e-reader	96	5.7%	68
Own e-reader/tablet: iPad	389	23.1%	82
HH has Internet connectable TV	210	27.3%	95
Own any portable MP3 player	313	18.6%	100
HH owns 1 TV	130	16.9%	80
HH owns 2 TVs	187	24.3%	91
HH owns 3 TVs	191	24.8%	118
HH owns 4+ TVs	167	21.7%	125
HH subscribes to cable TV	235	30.5%	70
HH subscribes to fiber optic	16	2.1%	29
HH owns portable GPS navigation device	207	26.9%	117
HH purchased video game system in last 12 months	44	5.7%	69
HH owns any Internet video device for TV	153	19.9%	83
Travel (Adults)			
Took domestic trip in continental US last 12 months	917	54.5%	104
Took 3+ domestic non-business trips in last 12 months	213	12.6%	107
Spent on domestic vacations in last 12 months: <\$1-999	190	11.3%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	111	6.6%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	77	4.6%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	66	3.9%	94
Spent on domestic vacations in last 12 months: \$3,000+	125	7.4%	115
Domestic travel in last 12 months: used general travel website	100	5.9%	87
Took foreign trip (including Alaska and Hawaii) in last 3 years	376	22.3%	81
Took 3+ foreign trips by plane in last 3 years	60	3.6%	65
Spent on foreign vacations in last 12 months: <\$1-999	58	3.4%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	49	2.9%	73
Spent on foreign vacations in last 12 months: \$3,000+	67	4.0%	63
Foreign travel in last 3 years: used general travel website	72	4.3%	75
Nights spent in hotel/motel in last 12 months: any	794	47.1%	106
Took cruise of more than one day in last 3 years	153	9.1%	102
Member of any frequent flyer program	234	13.9%	77
Member of any hotel rewards program	289	17.2%	95

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Demographic Summary		2019	2024
Population		6,883	7,924
Population 18+		5,249	6,074
Households		2,466	2,837
Median Household Income		\$68,163	\$77,756

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,624	50.0%	106
Bought any women's clothing in last 12 months	2,290	43.6%	102
Bought clothing for child <13 years in last 6 months	1,498	28.5%	107
Bought any shoes in last 12 months	2,712	51.7%	99
Bought costume jewelry in last 12 months	877	16.7%	96
Bought any fine jewelry in last 12 months	908	17.3%	97
Bought a watch in last 12 months	730	13.9%	90
Automobiles (Households)			
HH owns/leases any vehicle	2,254	91.4%	107
HH bought/leased new vehicle last 12 months	238	9.7%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,715	89.8%	105
Bought/changed motor oil in last 12 months	2,805	53.4%	112
Had tune-up in last 12 months	1,202	22.9%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,656	69.7%	97
Drank regular cola in last 6 months	2,448	46.6%	105
Drank beer/ale in last 6 months	2,102	40.0%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	566	10.8%	108
Own digital SLR camera/camcorder	437	8.3%	106
Printed digital photos in last 12 months	1,229	23.4%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,852	35.3%	102
Have a smartphone	4,252	81.0%	97
Have a smartphone: Android phone (any brand)	2,257	43.0%	106
Have a smartphone: Apple iPhone	1,900	36.2%	87
Number of cell phones in household: 1	643	26.1%	86
Number of cell phones in household: 2	1,062	43.1%	111
Number of cell phones in household: 3+	701	28.4%	101
HH has cell phone only (no landline telephone)	1,368	55.5%	99
Computers (Households)			
HH owns a computer	1,815	73.6%	100
HH owns desktop computer	964	39.1%	106
HH owns laptop/notebook	1,397	56.7%	100
HH owns any Apple/Mac brand computer	330	13.4%	74
HH owns any PC/non-Apple brand computer	1,587	64.4%	105
HH purchased most recent computer in a store	875	35.5%	98
HH purchased most recent computer online	352	14.3%	105
Spent <\$1-499 on most recent home computer	362	14.7%	100
Spent \$500-\$999 on most recent home computer	440	17.8%	106
Spent \$1,000-\$1,499 on most recent home computer	227	9.2%	96
Spent \$1,500-\$1,999 on most recent home computer	93	3.8%	85
Spent \$2,000+ on most recent home computer	88	3.6%	90

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,438	65.5%	104
Bought brewed coffee at convenience store in last 30 days	736	14.0%	101
Bought cigarettes at convenience store in last 30 days	651	12.4%	115
Bought gas at convenience store in last 30 days	2,393	45.6%	122
Spent at convenience store in last 30 days: <\$1-19	348	6.6%	96
Spent at convenience store in last 30 days: \$20-\$39	447	8.5%	90
Spent at convenience store in last 30 days: \$40-\$50	421	8.0%	97
Spent at convenience store in last 30 days: \$51-\$99	319	6.1%	110
Spent at convenience store in last 30 days: \$100+	1,445	27.5%	123
Entertainment (Adults)			
Attended a movie in last 6 months	2,824	53.8%	92
Went to live theater in last 12 months	460	8.8%	80
Went to a bar/night club in last 12 months	885	16.9%	98
Dined out in last 12 months	2,830	53.9%	103
Gambled at a casino in last 12 months	559	10.6%	81
Visited a theme park in last 12 months	821	15.6%	83
Viewed movie (video-on-demand) in last 30 days	733	14.0%	80
Viewed TV show (video-on-demand) in last 30 days	519	9.9%	78
Watched any pay-per-view TV in last 12 months	496	9.4%	96
Downloaded a movie over the Internet in last 30 days	410	7.8%	82
Downloaded any individual song in last 6 months	950	18.1%	95
Watched a movie online in the last 30 days	1,060	20.2%	75
Watched a TV program online in last 30 days	723	13.8%	72
Played a video/electronic game (console) in last 12 months	406	7.7%	87
Played a video/electronic game (portable) in last 12 months	209	4.0%	85
Financial (Adults)			
Have home mortgage (1st)	1,764	33.6%	108
Used ATM/cash machine in last 12 months	2,743	52.3%	99
Own any stock	364	6.9%	97
Own U.S. savings bond	233	4.4%	102
Own shares in mutual fund (stock)	346	6.6%	92
Own shares in mutual fund (bonds)	219	4.2%	87
Have interest checking account	1,733	33.0%	115
Have non-interest checking account	1,566	29.8%	102
Have savings account	3,045	58.0%	101
Have 401K retirement savings plan	914	17.4%	108
Own/used any credit/debit card in last 12 months	4,150	79.1%	100
Avg monthly credit card expenditures: <\$1-110	635	12.1%	105
Avg monthly credit card expenditures: \$111-\$225	397	7.6%	103
Avg monthly credit card expenditures: \$226-\$450	332	6.3%	93
Avg monthly credit card expenditures: \$451-\$700	314	6.0%	97
Avg monthly credit card expenditures: \$701-\$1,000	256	4.9%	87
Avg monthly credit card expenditures: \$1,001+	524	10.0%	86
Did banking online in last 12 months	2,074	39.5%	101
Did banking on mobile device in last 12 months	1,367	26.0%	101
Paid bills online in last 12 months	2,616	49.8%	99

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,780	72.2%	105
Used bread in last 6 months	2,335	94.7%	102
Used chicken (fresh or frozen) in last 6 months	1,732	70.2%	101
Used turkey (fresh or frozen) in last 6 months	328	13.3%	89
Used fish/seafood (fresh or frozen) in last 6 months	1,338	54.3%	98
Used fresh fruit/vegetables in last 6 months	2,119	85.9%	100
Used fresh milk in last 6 months	2,192	88.9%	103
Used organic food in last 6 months	456	18.5%	77
Health (Adults)			
Exercise at home 2+ times per week	1,345	25.6%	94
Exercise at club 2+ times per week	620	11.8%	82
Visited a doctor in last 12 months	4,086	77.8%	101
Used vitamin/dietary supplement in last 6 months	2,702	51.5%	95
Home (Households)			
Did any home improvement in last 12 months	767	31.1%	112
Used any housekeeper/professional cleaning service in last 12 months	260	10.5%	72
Purchased low ticket HH furnishings in last 12 months	425	17.2%	101
Purchased big ticket HH furnishings in last 12 months	488	19.8%	89
Bought any small kitchen appliance in last 12 months	556	22.5%	101
Bought any large kitchen appliance in last 12 months	383	15.5%	112
Insurance (Adults/Households)			
Currently carry life insurance	2,606	49.6%	112
Carry medical/hospital/accident insurance	4,040	77.0%	103
Carry homeowner insurance	2,921	55.6%	118
Carry renter's insurance	334	6.4%	75
Have auto insurance: 1 vehicle in household covered	602	24.4%	79
Have auto insurance: 2 vehicles in household covered	758	30.7%	108
Have auto insurance: 3+ vehicles in household covered	794	32.2%	141
Pets (Households)			
Household owns any pet	1,689	68.5%	126
Household owns any cat	808	32.8%	144
Household owns any dog	1,323	53.6%	129
Psychographics (Adults)			
Buying American is important to me	2,409	45.9%	117
Usually buy items on credit rather than wait	628	12.0%	91
Usually buy based on quality - not price	944	18.0%	95
Price is usually more important than brand name	1,517	28.9%	105
Usually use coupons for brands I buy often	1,039	19.8%	115
Am interested in how to help the environment	878	16.7%	86
Usually pay more for environ safe product	676	12.9%	91
Usually value green products over convenience	556	10.6%	94
Likely to buy a brand that supports a charity	1,711	32.6%	93
Reading (Adults)			
Bought digital book in last 12 months	631	12.0%	93
Bought hardcover book in last 12 months	920	17.5%	88
Bought paperback book in last 12 month	1,414	26.9%	94
Read any daily newspaper (paper version)	879	16.7%	91
Read any digital newspaper in last 30 days	1,805	34.4%	86
Read any magazine (paper/electronic version) in last 6 months	4,726	90.0%	99

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,093	78.0%	104
Went to family restaurant/steak house: 4+ times a month	1,572	29.9%	113
Went to fast food/drive-in restaurant in last 6 months	4,879	93.0%	102
Went to fast food/drive-in restaurant 9+ times/month	2,300	43.8%	112
Fast food restaurant last 6 months: eat in	2,098	40.0%	107
Fast food restaurant last 6 months: home delivery	346	6.6%	76
Fast food restaurant last 6 months: take-out/drive-thru	2,774	52.8%	113
Fast food restaurant last 6 months: take-out/walk-in	1,004	19.1%	92
Television & Electronics (Adults/Households)			
Own any tablet	2,443	46.5%	97
Own any e-reader	328	6.2%	75
Own e-reader/tablet: iPad	1,245	23.7%	84
HH has Internet connectable TV	681	27.6%	96
Own any portable MP3 player	974	18.6%	100
HH owns 1 TV	415	16.8%	80
HH owns 2 TVs	610	24.7%	92
HH owns 3 TVs	603	24.5%	117
HH owns 4+ TVs	522	21.2%	122
HH subscribes to cable TV	823	33.4%	76
HH subscribes to fiber optic	62	2.5%	36
HH owns portable GPS navigation device	637	25.8%	113
HH purchased video game system in last 12 months	168	6.8%	83
HH owns any Internet video device for TV	503	20.4%	85
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,804	53.4%	102
Took 3+ domestic non-business trips in last 12 months	657	12.5%	106
Spent on domestic vacations in last 12 months: <\$1-999	581	11.1%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	346	6.6%	105
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	225	4.3%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	211	4.0%	96
Spent on domestic vacations in last 12 months: \$3,000+	362	6.9%	107
Domestic travel in last 12 months: used general travel website	313	6.0%	87
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,170	22.3%	81
Took 3+ foreign trips by plane in last 3 years	183	3.5%	64
Spent on foreign vacations in last 12 months: <\$1-999	179	3.4%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	174	3.3%	83
Spent on foreign vacations in last 12 months: \$3,000+	215	4.1%	65
Foreign travel in last 3 years: used general travel website	223	4.2%	74
Nights spent in hotel/motel in last 12 months: any	2,432	46.3%	104
Took cruise of more than one day in last 3 years	474	9.0%	102
Member of any frequent flyer program	718	13.7%	76
Member of any hotel rewards program	855	16.3%	90

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Demographic Summary		2019	2024
Population		38,171	42,388
Population 18+		28,657	31,701
Households		14,441	15,958
Median Household Income		\$77,815	\$85,181

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,665	51.2%	108
Bought any women's clothing in last 12 months	12,821	44.7%	104
Bought clothing for child <13 years in last 6 months	8,722	30.4%	114
Bought any shoes in last 12 months	15,622	54.5%	104
Bought costume jewelry in last 12 months	4,960	17.3%	99
Bought any fine jewelry in last 12 months	5,044	17.6%	98
Bought a watch in last 12 months	4,453	15.5%	100
Automobiles (Households)			
HH owns/leases any vehicle	13,242	91.7%	107
HH bought/leased new vehicle last 12 months	1,724	11.9%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,936	90.5%	106
Bought/changed motor oil in last 12 months	14,459	50.5%	106
Had tune-up in last 12 months	7,228	25.2%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,596	71.9%	100
Drank regular cola in last 6 months	12,475	43.5%	98
Drank beer/ale in last 6 months	12,187	42.5%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,287	11.5%	115
Own digital SLR camera/camcorder	2,670	9.3%	118
Printed digital photos in last 12 months	7,688	26.8%	117
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,253	35.8%	103
Have a smartphone	24,991	87.2%	104
Have a smartphone: Android phone (any brand)	11,838	41.3%	102
Have a smartphone: Apple iPhone	12,816	44.7%	107
Number of cell phones in household: 1	3,361	23.3%	76
Number of cell phones in household: 2	5,985	41.4%	107
Number of cell phones in household: 3+	4,847	33.6%	120
HH has cell phone only (no landline telephone)	8,194	56.7%	101
Computers (Households)			
HH owns a computer	11,563	80.1%	109
HH owns desktop computer	5,953	41.2%	112
HH owns laptop/notebook	9,110	63.1%	111
HH owns any Apple/Mac brand computer	2,779	19.2%	106
HH owns any PC/non-Apple brand computer	9,799	67.9%	111
HH purchased most recent computer in a store	5,830	40.4%	111
HH purchased most recent computer online	2,156	14.9%	110
Spent <\$1-499 on most recent home computer	2,170	15.0%	102
Spent \$500-\$999 on most recent home computer	2,852	19.7%	118
Spent \$1,000-\$1,499 on most recent home computer	1,509	10.4%	109
Spent \$1,500-\$1,999 on most recent home computer	689	4.8%	108
Spent \$2,000+ on most recent home computer	622	4.3%	109

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	18,920	66.0%	104
Bought brewed coffee at convenience store in last 30 days	3,882	13.5%	97
Bought cigarettes at convenience store in last 30 days	3,017	10.5%	97
Bought gas at convenience store in last 30 days	12,046	42.0%	113
Spent at convenience store in last 30 days: <\$1-19	2,062	7.2%	105
Spent at convenience store in last 30 days: \$20-\$39	2,817	9.8%	104
Spent at convenience store in last 30 days: \$40-\$50	2,372	8.3%	100
Spent at convenience store in last 30 days: \$51-\$99	1,589	5.5%	100
Spent at convenience store in last 30 days: \$100+	7,239	25.3%	113
Entertainment (Adults)			
Attended a movie in last 6 months	17,944	62.6%	107
Went to live theater in last 12 months	3,084	10.8%	98
Went to a bar/night club in last 12 months	5,058	17.7%	102
Dined out in last 12 months	16,335	57.0%	109
Gambled at a casino in last 12 months	3,711	12.9%	98
Visited a theme park in last 12 months	5,694	19.9%	105
Viewed movie (video-on-demand) in last 30 days	5,645	19.7%	113
Viewed TV show (video-on-demand) in last 30 days	3,889	13.6%	107
Watched any pay-per-view TV in last 12 months	3,090	10.8%	110
Downloaded a movie over the Internet in last 30 days	2,827	9.9%	103
Downloaded any individual song in last 6 months	6,048	21.1%	111
Watched a movie online in the last 30 days	7,711	26.9%	100
Watched a TV program online in last 30 days	5,584	19.5%	102
Played a video/electronic game (console) in last 12 months	2,653	9.3%	105
Played a video/electronic game (portable) in last 12 months	1,374	4.8%	102
Financial (Adults)			
Have home mortgage (1st)	11,014	38.4%	124
Used ATM/cash machine in last 12 months	16,421	57.3%	108
Own any stock	2,128	7.4%	104
Own U.S. savings bond	1,285	4.5%	103
Own shares in mutual fund (stock)	2,184	7.6%	107
Own shares in mutual fund (bonds)	1,522	5.3%	111
Have interest checking account	9,355	32.6%	114
Have non-interest checking account	8,684	30.3%	103
Have savings account	17,859	62.3%	109
Have 401K retirement savings plan	5,454	19.0%	118
Own/used any credit/debit card in last 12 months	23,694	82.7%	104
Avg monthly credit card expenditures: <\$1-110	3,622	12.6%	110
Avg monthly credit card expenditures: \$111-\$225	2,214	7.7%	105
Avg monthly credit card expenditures: \$226-\$450	2,009	7.0%	103
Avg monthly credit card expenditures: \$451-\$700	1,766	6.2%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,595	5.6%	99
Avg monthly credit card expenditures: \$1,001+	3,794	13.2%	114
Did banking online in last 12 months	12,922	45.1%	116
Did banking on mobile device in last 12 months	8,663	30.2%	117
Paid bills online in last 12 months	16,020	55.9%	111

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,378	71.9%	104
Used bread in last 6 months	13,581	94.0%	101
Used chicken (fresh or frozen) in last 6 months	10,421	72.2%	104
Used turkey (fresh or frozen) in last 6 months	2,173	15.0%	100
Used fish/seafood (fresh or frozen) in last 6 months	8,032	55.6%	101
Used fresh fruit/vegetables in last 6 months	12,528	86.8%	101
Used fresh milk in last 6 months	12,597	87.2%	101
Used organic food in last 6 months	3,397	23.5%	99
Health (Adults)			
Exercise at home 2+ times per week	8,434	29.4%	107
Exercise at club 2+ times per week	4,416	15.4%	107
Visited a doctor in last 12 months	22,300	77.8%	101
Used vitamin/dietary supplement in last 6 months	15,304	53.4%	99
Home (Households)			
Did any home improvement in last 12 months	4,697	32.5%	118
Used any housekeeper/professional cleaning service in last 12 months	2,167	15.0%	103
Purchased low ticket HH furnishings in last 12 months	2,613	18.1%	106
Purchased big ticket HH furnishings in last 12 months	3,504	24.3%	109
Bought any small kitchen appliance in last 12 months	3,333	23.1%	104
Bought any large kitchen appliance in last 12 months	2,303	15.9%	115
Insurance (Adults/Households)			
Currently carry life insurance	14,368	50.1%	113
Carry medical/hospital/accident insurance	22,238	77.6%	104
Carry homeowner insurance	15,741	54.9%	116
Carry renter's insurance	2,213	7.7%	91
Have auto insurance: 1 vehicle in household covered	3,803	26.3%	85
Have auto insurance: 2 vehicles in household covered	4,985	34.5%	121
Have auto insurance: 3+ vehicles in household covered	4,036	27.9%	122
Pets (Households)			
Household owns any pet	9,042	62.6%	115
Household owns any cat	3,599	24.9%	109
Household owns any dog	7,164	49.6%	119
Psychographics (Adults)			
Buying American is important to me	11,703	40.8%	104
Usually buy items on credit rather than wait	3,822	13.3%	102
Usually buy based on quality - not price	5,305	18.5%	97
Price is usually more important than brand name	8,064	28.1%	103
Usually use coupons for brands I buy often	5,076	17.7%	103
Am interested in how to help the environment	5,090	17.8%	92
Usually pay more for environ safe product	3,976	13.9%	98
Usually value green products over convenience	3,082	10.8%	95
Likely to buy a brand that supports a charity	10,042	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	4,116	14.4%	111
Bought hardcover book in last 12 months	6,120	21.4%	107
Bought paperback book in last 12 month	8,662	30.2%	106
Read any daily newspaper (paper version)	4,814	16.8%	91
Read any digital newspaper in last 30 days	11,820	41.2%	104
Read any magazine (paper/electronic version) in last 6 months	26,468	92.4%	102

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 2019 and 2024.



Retail Market Potential

Woodrow Rd & University Ave, Lubbock, Texas, 79423
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.44719
 Longitude: -101.87025

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	22,666	79.1%	105
Went to family restaurant/steak house: 4+ times a month	8,507	29.7%	112
Went to fast food/drive-in restaurant in last 6 months	26,603	92.8%	102
Went to fast food/drive-in restaurant 9+ times/month	12,319	43.0%	110
Fast food restaurant last 6 months: eat in	11,284	39.4%	106
Fast food restaurant last 6 months: home delivery	2,475	8.6%	100
Fast food restaurant last 6 months: take-out/drive-thru	15,235	53.2%	113
Fast food restaurant last 6 months: take-out/walk-in	6,357	22.2%	107
Television & Electronics (Adults/Households)			
Own any tablet	15,205	53.1%	110
Own any e-reader	2,803	9.8%	117
Own e-reader/tablet: iPad	9,047	31.6%	112
HH has Internet connectable TV	4,864	33.7%	118
Own any portable MP3 player	5,967	20.8%	112
HH owns 1 TV	2,315	16.0%	76
HH owns 2 TVs	3,824	26.5%	99
HH owns 3 TVs	3,459	24.0%	114
HH owns 4+ TVs	3,160	21.9%	126
HH subscribes to cable TV	6,092	42.2%	97
HH subscribes to fiber optic	1,016	7.0%	100
HH owns portable GPS navigation device	3,719	25.8%	113
HH purchased video game system in last 12 months	1,242	8.6%	104
HH owns any Internet video device for TV	4,048	28.0%	117
Travel (Adults)			
Took domestic trip in continental US last 12 months	16,572	57.8%	110
Took 3+ domestic non-business trips in last 12 months	3,848	13.4%	114
Spent on domestic vacations in last 12 months: <\$1-999	3,226	11.3%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,987	6.9%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,428	5.0%	124
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,389	4.8%	116
Spent on domestic vacations in last 12 months: \$3,000+	2,096	7.3%	113
Domestic travel in last 12 months: used general travel website	2,114	7.4%	108
Took foreign trip (including Alaska and Hawaii) in last 3 years	8,146	28.4%	103
Took 3+ foreign trips by plane in last 3 years	1,380	4.8%	88
Spent on foreign vacations in last 12 months: <\$1-999	1,407	4.9%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,073	3.7%	93
Spent on foreign vacations in last 12 months: \$3,000+	1,718	6.0%	95
Foreign travel in last 3 years: used general travel website	1,646	5.7%	100
Nights spent in hotel/motel in last 12 months: any	14,366	50.1%	113
Took cruise of more than one day in last 3 years	2,857	10.0%	112
Member of any frequent flyer program	5,563	19.4%	108
Member of any hotel rewards program	5,834	20.4%	113

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 2019 and 2024.