



Retail Market Potential

3402 N Big Spring St, Midland, Texas, 79705
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 32.03086
 Longitude: -102.08368

Demographic Summary		2021	2026
Population		9,256	10,061
Population 18+		6,736	7,309
Households		3,358	3,656
Median Household Income		\$76,959	\$90,437

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	3,136	46.6%	95
Bought any women's clothing in last 12 months	3,042	45.2%	100
Bought any shoes in last 12 months	3,420	50.8%	95
Bought costume jewelry in last 12 months	1,139	16.9%	105
Bought any fine jewelry in last 12 months	1,250	18.6%	101
Bought a watch in last 12 months	1,013	15.0%	103
Automobiles (Households)			
HH owns/leases any vehicle	2,781	82.8%	96
HH bought/leased new vehicle last 12 months	268	8.0%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,539	82.2%	96
Bought/changed motor oil in last 12 months	3,042	45.2%	100
Had tune-up in last 12 months	1,528	22.7%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,919	73.0%	103
Drank non-diet (regular) in last 6 months	3,168	47.0%	112
Drank beer/ale in last 6 months	2,638	39.2%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	428	6.4%	79
Own digital SLR camera/camcorder	408	6.1%	76
Printed digital photos in last 12 months	1,378	20.5%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,287	34.0%	105
Have a smartphone	5,881	87.3%	98
Have a smartphone: Android phone (any brand)	3,003	44.6%	110
Have a smartphone: Apple iPhone	2,824	41.9%	87
Number of cell phones in household: 1	1,127	33.6%	111
Number of cell phones in household: 2	1,084	32.3%	85
Number of cell phones in household: 3+	1,043	31.1%	105
HH has cell phone only (no landline telephone)	2,163	64.4%	100
Computers (Households)			
HH owns a computer	2,326	69.3%	93
HH owns desktop computer	1,047	31.2%	89
HH owns laptop/notebook	1,813	54.0%	92
HH owns any Apple/Mac brand computer	585	17.4%	87
HH owns any PC/non-Apple brand computer	1,895	56.4%	93
HH purchased most recent computer in a store	956	28.5%	81
HH purchased most recent computer online	466	13.9%	88
HH spent \$1-\$499 on most recent home computer	428	12.7%	89
HH spent \$500-\$999 on most recent home computer	441	13.1%	79
HH spent \$1,000-\$1,499 on most recent home computer	286	8.5%	83
HH spent \$1,500-\$1,999 on most recent home computer	143	4.3%	86
HH spent \$2,000+ on most recent home computer	118	3.5%	80

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 2021 and 2026.



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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	3,850	57.2%	93
Bought brewed coffee at convenience store in last 30 days	703	10.4%	83
Bought cigarettes at convenience store in last 30 days	573	8.5%	93
Bought gas at convenience store in last 30 days	2,434	36.1%	98
Spent at convenience store in last 30 days: \$1-19	415	6.2%	88
Spent at convenience store in last 30 days: \$20-\$39	538	8.0%	85
Spent at convenience store in last 30 days: \$40-\$50	506	7.5%	93
Spent at convenience store in last 30 days: \$51-\$99	394	5.8%	105
Spent at convenience store in last 30 days: \$100+	1,551	23.0%	105
Entertainment (Adults)			
Attended a movie in last 6 months	3,986	59.2%	100
Went to live theater in last 12 months	639	9.5%	77
Went to a bar/night club in last 12 months	1,013	15.0%	85
Dined out in last 12 months	2,810	41.7%	82
Gambled at a casino in last 12 months	819	12.2%	92
Visited a theme park in last 12 months	1,152	17.1%	92
Viewed movie (video-on-demand) in last 30 days	853	12.7%	85
Viewed TV show (video-on-demand) in last 30 days	558	8.3%	82
Watched any pay-per-view TV in last 12 months	437	6.5%	87
Downloaded a movie over the Internet in last 30 days	583	8.7%	92
Downloaded any individual song in last 6 months	1,120	16.6%	90
Used internet to watch a movie online in the last 30 days	2,117	31.4%	97
Used internet to watch a TV program online in last 30 days	1,075	16.0%	75
Played a video/electronic game (console) in last 12 months	665	9.9%	104
Played a video/electronic game (portable) in last 12 months	386	5.7%	118
Financial (Adults)			
Have home mortgage (1st)	1,732	25.7%	79
Used ATM/cash machine in last 12 months	3,342	49.6%	92
Own any stock	484	7.2%	87
Own U.S. savings bond	261	3.9%	79
Own shares in mutual fund (stock)	423	6.3%	78
Own shares in mutual fund (bonds)	293	4.3%	83
Have interest checking account	1,689	25.1%	84
Have non-interest checking account	2,041	30.3%	99
Have savings account	3,541	52.6%	88
Have 401K retirement savings plan	935	13.9%	79
Own/used any credit/debit card in last 12 months	5,124	76.1%	92
Avg monthly credit card expenditures: \$1-110	715	10.6%	94
Avg monthly credit card expenditures: \$111-\$225	461	6.8%	94
Avg monthly credit card expenditures: \$226-\$450	477	7.1%	97
Avg monthly credit card expenditures: \$451-\$700	421	6.2%	91
Avg monthly credit card expenditures: \$701-\$1,000	338	5.0%	79
Avg monthly credit card expenditures: \$1001-2000	490	7.3%	91
Avg monthly credit card expenditures: \$2001+	309	4.6%	67
Did banking online in last 12 months	2,533	37.6%	87
Did banking on mobile device in last 12 months	1,833	27.2%	85
Paid bills online in last 12 months	3,359	49.9%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	2,285	68.0%	100
HH used bread in last 6 months	3,155	94.0%	100
HH used chicken (fresh or frozen) in last 6 months	2,180	64.9%	98
HH used turkey (fresh or frozen) in last 6 months	394	11.7%	84
HH used fish/seafood (fresh or frozen) in last 6 months	1,972	58.7%	107
HH used fresh fruit/vegetables in last 6 months	2,819	83.9%	100
HH used fresh milk in last 6 months	2,790	83.1%	100
HH used organic food in last 6 months	747	22.2%	93
Health (Adults)			
Exercise at home 2+ times per week	1,882	27.9%	93
Exercise at club 2+ times per week	798	11.8%	82
Visited a doctor in last 12 months	4,993	74.1%	96
Used vitamin/dietary supplement in last 6 months	3,679	54.6%	100
Home (Households)			
HH did any home improvement in last 12 months	851	25.3%	88
HH used any maid/professional cleaning service in last 12 months	491	14.6%	95
HH purchased low ticket HH furnishings in last 12 months	488	14.5%	81
HH purchased big ticket HH furnishings in last 12 months	723	21.5%	93
HH bought any small kitchen appliance in last 12 months	725	21.6%	92
HH bought any large kitchen appliance in last 12 months	400	11.9%	89
Insurance (Adults/Households)			
Currently carry life insurance	2,578	38.3%	87
Carry medical/hospital/accident insurance	4,656	69.1%	92
Carry homeowner/personal property insurance	2,792	41.4%	85
Carry renter's insurance	594	8.8%	95
HH has auto insurance: 1 vehicle in household covered	1,037	30.9%	106
HH has auto insurance: 2 vehicles in household covered	825	24.6%	89
HH has auto insurance: 3+ vehicles in household covered	646	19.2%	84
Pets (Households)			
Household owns any pet	1,749	52.1%	98
Household owns any cat	694	20.7%	90
Household owns any dog	1,353	40.3%	100
Psychographics (Adults)			
Buying American is important to me	2,644	39.3%	108
Usually buy items on credit rather than wait	964	14.3%	105
Usually buy based on quality - not price	1,407	20.9%	111
Price is usually more important than brand name	1,989	29.5%	101
Usually use coupons for brands I buy often	1,216	18.1%	115
Am interested in how to help the environment	1,649	24.5%	117
Usually pay more for environ safe product	1,181	17.5%	117
Usually value green products over convenience	918	13.6%	117
Likely to buy a brand that supports a charity	2,326	34.5%	97
Reading (Adults)			
Bought digital book in last 12 months	788	11.7%	82
Bought hardcover book in last 12 months	1,188	17.6%	85
Bought paperback book in last 12 month	1,826	27.1%	96
Read any daily newspaper (paper version)	960	14.3%	97
Read any digital newspaper in last 30 days	2,577	38.3%	86
Read any magazine (paper/electronic version) in last 6 months	6,005	89.1%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,721	70.1%	97
Went to family restaurant/steak house: 4+ times a month	1,640	24.3%	99
Went to fast food/drive-in restaurant in last 6 months	5,920	87.9%	98
Went to fast food/drive-in restaurant 9+ times/month	2,534	37.6%	99
Fast food restaurant last 6 months: eat in	1,864	27.7%	85
Fast food restaurant last 6 months: home delivery	553	8.2%	92
Fast food restaurant last 6 months: take-out/drive-thru	2,985	44.3%	93
Fast food restaurant last 6 months: take-out/walk-in	1,182	17.5%	85
Television & Electronics (Adults/Households)			
Own any tablet	3,148	46.7%	91
Own any e-reader	596	8.8%	86
Own e-reader/tablet: iPad	1,714	25.4%	83
HH has Internet connectable TV	1,156	34.4%	94
Own any portable MP3 player	810	12.0%	83
HH owns 1 TV	775	23.1%	109
HH owns 2 TVs	908	27.0%	102
HH owns 3 TVs	624	18.6%	88
HH owns 4+ TVs	503	15.0%	85
HH subscribes to cable TV	1,358	40.4%	102
HH subscribes to fiber optic	146	4.3%	75
HH owns portable GPS navigation device	497	14.8%	77
HH purchased video game system in last 12 months	257	7.7%	93
HH owns any Internet video device for TV	1,006	30.0%	90
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,198	47.5%	89
Took 3+ domestic non-business trips in last 12 months	770	11.4%	90
Spent on domestic vacations in last 12 months: \$1-999	635	9.4%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	386	5.7%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	251	3.7%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	203	3.0%	69
Spent on domestic vacations in last 12 months: \$3,000+	393	5.8%	82
Domestic travel in last 12 months: used general travel website	404	6.0%	89
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,927	28.6%	93
Took 3+ foreign trips by plane in last 3 years	387	5.7%	86
Spent on foreign vacations in last 12 months: \$1-999	328	4.9%	90
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	308	4.6%	102
Spent on foreign vacations in last 12 months: \$3,000+	440	6.5%	91
Foreign travel in last 3 years: used general travel website	349	5.2%	82
Nights spent in hotel/motel in last 12 months: any	2,730	40.5%	87
Took cruise of more than one day in last 3 years	638	9.5%	97
Member of any frequent flyer program	1,118	16.6%	81
Member of any hotel rewards program	1,285	19.1%	89

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Demographic Summary		2021	2026
Population		34,612	36,771
Population 18+		25,803	27,456
Households		12,947	13,748
Median Household Income		\$80,946	\$89,420

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	11,803	45.7%	93
Bought any women's clothing in last 12 months	11,967	46.4%	103
Bought any shoes in last 12 months	13,900	53.9%	101
Bought costume jewelry in last 12 months	4,538	17.6%	109
Bought any fine jewelry in last 12 months	4,572	17.7%	97
Bought a watch in last 12 months	3,650	14.1%	97
Automobiles (Households)			
HH owns/leases any vehicle	10,996	84.9%	98
HH bought/leased new vehicle last 12 months	1,245	9.6%	106
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,709	84.1%	98
Bought/changed motor oil in last 12 months	11,180	43.3%	95
Had tune-up in last 12 months	5,823	22.6%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	18,986	73.6%	104
Drank non-diet (regular) in last 6 months	10,936	42.4%	101
Drank beer/ale in last 6 months	10,580	41.0%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,012	7.8%	97
Own digital SLR camera/camcorder	2,049	7.9%	100
Printed digital photos in last 12 months	5,976	23.2%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,405	32.6%	101
Have a smartphone	22,840	88.5%	99
Have a smartphone: Android phone (any brand)	10,687	41.4%	102
Have a smartphone: Apple iPhone	11,974	46.4%	96
Number of cell phones in household: 1	3,984	30.8%	102
Number of cell phones in household: 2	4,515	34.9%	92
Number of cell phones in household: 3+	4,108	31.7%	107
HH has cell phone only (no landline telephone)	8,002	61.8%	96
Computers (Households)			
HH owns a computer	9,321	72.0%	96
HH owns desktop computer	4,321	33.4%	96
HH owns laptop/notebook	7,296	56.4%	96
HH owns any Apple/Mac brand computer	2,751	21.2%	106
HH owns any PC/non-Apple brand computer	7,302	56.4%	93
HH purchased most recent computer in a store	4,065	31.4%	90
HH purchased most recent computer online	1,953	15.1%	96
HH spent \$1-\$499 on most recent home computer	1,586	12.2%	86
HH spent \$500-\$999 on most recent home computer	1,681	13.0%	78
HH spent \$1,000-\$1,499 on most recent home computer	1,403	10.8%	105
HH spent \$1,500-\$1,999 on most recent home computer	706	5.5%	110
HH spent \$2,000+ on most recent home computer	631	4.9%	110

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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	14,526	56.3%	92
Bought brewed coffee at convenience store in last 30 days	2,749	10.7%	85
Bought cigarettes at convenience store in last 30 days	1,844	7.1%	78
Bought gas at convenience store in last 30 days	8,915	34.6%	94
Spent at convenience store in last 30 days: \$1-19	1,797	7.0%	100
Spent at convenience store in last 30 days: \$20-\$39	2,113	8.2%	88
Spent at convenience store in last 30 days: \$40-\$50	1,885	7.3%	90
Spent at convenience store in last 30 days: \$51-\$99	1,199	4.6%	84
Spent at convenience store in last 30 days: \$100+	5,683	22.0%	100
Entertainment (Adults)			
Attended a movie in last 6 months	16,078	62.3%	105
Went to live theater in last 12 months	3,166	12.3%	99
Went to a bar/night club in last 12 months	4,096	15.9%	90
Dined out in last 12 months	12,172	47.2%	93
Gambled at a casino in last 12 months	3,378	13.1%	99
Visited a theme park in last 12 months	4,446	17.2%	93
Viewed movie (video-on-demand) in last 30 days	4,240	16.4%	110
Viewed TV show (video-on-demand) in last 30 days	2,782	10.8%	106
Watched any pay-per-view TV in last 12 months	1,823	7.1%	95
Downloaded a movie over the Internet in last 30 days	2,262	8.8%	93
Downloaded any individual song in last 6 months	4,408	17.1%	92
Used internet to watch a movie online in the last 30 days	8,527	33.0%	102
Used internet to watch a TV program online in last 30 days	4,589	17.8%	84
Played a video/electronic game (console) in last 12 months	2,709	10.5%	111
Played a video/electronic game (portable) in last 12 months	1,645	6.4%	131
Financial (Adults)			
Have home mortgage (1st)	7,493	29.0%	89
Used ATM/cash machine in last 12 months	13,588	52.7%	98
Own any stock	2,425	9.4%	113
Own U.S. savings bond	1,257	4.9%	100
Own shares in mutual fund (stock)	2,282	8.8%	110
Own shares in mutual fund (bonds)	1,495	5.8%	111
Have interest checking account	7,283	28.2%	94
Have non-interest checking account	7,742	30.0%	98
Have savings account	14,473	56.1%	94
Have 401K retirement savings plan	4,267	16.5%	95
Own/used any credit/debit card in last 12 months	20,015	77.6%	94
Avg monthly credit card expenditures: \$1-110	2,642	10.2%	90
Avg monthly credit card expenditures: \$111-\$225	1,861	7.2%	99
Avg monthly credit card expenditures: \$226-\$450	1,848	7.2%	98
Avg monthly credit card expenditures: \$451-\$700	1,821	7.1%	103
Avg monthly credit card expenditures: \$701-\$1,000	1,690	6.5%	103
Avg monthly credit card expenditures: \$1001-2000	2,251	8.7%	110
Avg monthly credit card expenditures: \$2001+	1,995	7.7%	113
Did banking online in last 12 months	10,498	40.7%	94
Did banking on mobile device in last 12 months	7,383	28.6%	89
Paid bills online in last 12 months	13,264	51.4%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	8,932	69.0%	101
HH used bread in last 6 months	12,230	94.5%	101
HH used chicken (fresh or frozen) in last 6 months	8,771	67.7%	102
HH used turkey (fresh or frozen) in last 6 months	1,659	12.8%	92
HH used fish/seafood (fresh or frozen) in last 6 months	7,827	60.5%	110
HH used fresh fruit/vegetables in last 6 months	11,275	87.1%	103
HH used fresh milk in last 6 months	10,970	84.7%	102
HH used organic food in last 6 months	3,136	24.2%	101
Health (Adults)			
Exercise at home 2+ times per week	7,801	30.2%	101
Exercise at club 2+ times per week	3,731	14.5%	100
Visited a doctor in last 12 months	19,445	75.4%	98
Used vitamin/dietary supplement in last 6 months	14,650	56.8%	104
Home (Households)			
HH did any home improvement in last 12 months	3,543	27.4%	96
HH used any maid/professional cleaning service in last 12 months	2,280	17.6%	115
HH purchased low ticket HH furnishings in last 12 months	1,968	15.2%	85
HH purchased big ticket HH furnishings in last 12 months	2,978	23.0%	100
HH bought any small kitchen appliance in last 12 months	2,858	22.1%	94
HH bought any large kitchen appliance in last 12 months	1,613	12.5%	93
Insurance (Adults/Households)			
Currently carry life insurance	10,233	39.7%	90
Carry medical/hospital/accident insurance	18,307	70.9%	95
Carry homeowner/personal property insurance	11,588	44.9%	92
Carry renter's insurance	2,241	8.7%	94
HH has auto insurance: 1 vehicle in household covered	3,822	29.5%	102
HH has auto insurance: 2 vehicles in household covered	3,546	27.4%	99
HH has auto insurance: 3+ vehicles in household covered	2,650	20.5%	89
Pets (Households)			
Household owns any pet	6,534	50.5%	95
Household owns any cat	2,440	18.8%	82
Household owns any dog	4,958	38.3%	95
Psychographics (Adults)			
Buying American is important to me	9,434	36.6%	101
Usually buy items on credit rather than wait	3,684	14.3%	105
Usually buy based on quality - not price	5,308	20.6%	109
Price is usually more important than brand name	7,632	29.6%	101
Usually use coupons for brands I buy often	4,947	19.2%	122
Am interested in how to help the environment	6,621	25.7%	123
Usually pay more for environ safe product	4,778	18.5%	123
Usually value green products over convenience	3,685	14.3%	123
Likely to buy a brand that supports a charity	8,693	33.7%	95
Reading (Adults)			
Bought digital book in last 12 months	3,563	13.8%	97
Bought hardcover book in last 12 months	5,227	20.3%	98
Bought paperback book in last 12 month	7,334	28.4%	100
Read any daily newspaper (paper version)	4,192	16.2%	111
Read any digital newspaper in last 30 days	11,090	43.0%	96
Read any magazine (paper/electronic version) in last 6 months	23,193	89.9%	100

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.

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Retail Market Potential

3402 N Big Spring St, Midland, Texas, 79705
 Ring: 2 mile radius

Dub House, MAI, CCIM
 Latitude: 32.03086
 Longitude: -102.08368

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	18,313	71.0%	98
Went to family restaurant/steak house: 4+ times a month	6,397	24.8%	100
Went to fast food/drive-in restaurant in last 6 months	22,895	88.7%	99
Went to fast food/drive-in restaurant 9+ times/month	9,539	37.0%	97
Fast food restaurant last 6 months: eat in	7,991	31.0%	95
Fast food restaurant last 6 months: home delivery	2,330	9.0%	101
Fast food restaurant last 6 months: take-out/drive-thru	11,345	44.0%	92
Fast food restaurant last 6 months: take-out/walk-in	5,162	20.0%	97
Television & Electronics (Adults/Households)			
Own any tablet	12,823	49.7%	97
Own any e-reader	2,805	10.9%	106
Own e-reader/tablet: iPad	7,987	31.0%	101
HH has Internet connectable TV	4,728	36.5%	100
Own any portable MP3 player	3,310	12.8%	88
HH owns 1 TV	2,716	21.0%	99
HH owns 2 TVs	3,463	26.7%	101
HH owns 3 TVs	2,506	19.4%	92
HH owns 4+ TVs	2,264	17.5%	100
HH subscribes to cable TV	5,713	44.1%	111
HH subscribes to fiber optic	791	6.1%	105
HH owns portable GPS navigation device	2,210	17.1%	89
HH purchased video game system in last 12 months	997	7.7%	94
HH owns any Internet video device for TV	4,075	31.5%	94
Travel (Adults)			
Took domestic trip in continental US last 12 months	13,253	51.4%	96
Took 3+ domestic non-business trips in last 12 months	3,366	13.0%	103
Spent on domestic vacations in last 12 months: \$1-999	2,462	9.5%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,831	7.1%	110
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,089	4.2%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,187	4.6%	106
Spent on domestic vacations in last 12 months: \$3,000+	2,012	7.8%	110
Domestic travel in last 12 months: used general travel website	1,929	7.5%	111
Took foreign trip (including Alaska and Hawaii) in last 3 years	8,600	33.3%	109
Took 3+ foreign trips by plane in last 3 years	1,898	7.4%	110
Spent on foreign vacations in last 12 months: \$1-999	1,553	6.0%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,308	5.1%	113
Spent on foreign vacations in last 12 months: \$3,000+	2,209	8.6%	120
Foreign travel in last 3 years: used general travel website	1,678	6.5%	104
Nights spent in hotel/motel in last 12 months: any	11,291	43.8%	94
Took cruise of more than one day in last 3 years	2,693	10.4%	107
Member of any frequent flyer program	5,574	21.6%	105
Member of any hotel rewards program	5,695	22.1%	103

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Retail Market Potential

3402 N Big Spring St, Midland, Texas, 79705
Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 32.03086
Longitude: -102.08368

Demographic Summary		2021	2026
Population		66,811	70,922
Population 18+		50,196	53,283
Households		25,105	26,630
Median Household Income		\$79,520	\$90,684

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	23,905	47.6%	97
Bought any women's clothing in last 12 months	23,067	46.0%	102
Bought any shoes in last 12 months	27,023	53.8%	101
Bought costume jewelry in last 12 months	8,514	17.0%	106
Bought any fine jewelry in last 12 months	8,644	17.2%	94
Bought a watch in last 12 months	7,230	14.4%	99
Automobiles (Households)			
HH owns/leases any vehicle	21,711	86.5%	100
HH bought/leased new vehicle last 12 months	2,318	9.2%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	43,043	85.7%	100
Bought/changed motor oil in last 12 months	22,964	45.7%	101
Had tune-up in last 12 months	11,654	23.2%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	36,327	72.4%	102
Drank non-diet (regular) in last 6 months	21,429	42.7%	101
Drank beer/ale in last 6 months	20,335	40.5%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,967	7.9%	98
Own digital SLR camera/camcorder	3,974	7.9%	99
Printed digital photos in last 12 months	11,469	22.8%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,256	32.4%	100
Have a smartphone	44,465	88.6%	99
Have a smartphone: Android phone (any brand)	21,154	42.1%	104
Have a smartphone: Apple iPhone	22,960	45.7%	95
Number of cell phones in household: 1	7,745	30.9%	102
Number of cell phones in household: 2	9,183	36.6%	96
Number of cell phones in household: 3+	7,588	30.2%	102
HH has cell phone only (no landline telephone)	15,936	63.5%	98
Computers (Households)			
HH owns a computer	18,183	72.4%	97
HH owns desktop computer	8,448	33.7%	97
HH owns laptop/notebook	14,292	56.9%	97
HH owns any Apple/Mac brand computer	4,919	19.6%	97
HH owns any PC/non-Apple brand computer	14,626	58.3%	96
HH purchased most recent computer in a store	8,300	33.1%	94
HH purchased most recent computer online	3,770	15.0%	95
HH spent \$1-\$499 on most recent home computer	3,415	13.6%	95
HH spent \$500-\$999 on most recent home computer	3,642	14.5%	88
HH spent \$1,000-\$1,499 on most recent home computer	2,578	10.3%	100
HH spent \$1,500-\$1,999 on most recent home computer	1,257	5.0%	101
HH spent \$2,000+ on most recent home computer	1,149	4.6%	104

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Retail Market Potential

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Dub House, MAI, CCIM
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	29,558	58.9%	96
Bought brewed coffee at convenience store in last 30 days	5,668	11.3%	90
Bought cigarettes at convenience store in last 30 days	4,275	8.5%	93
Bought gas at convenience store in last 30 days	18,708	37.3%	101
Spent at convenience store in last 30 days: \$1-19	3,492	7.0%	100
Spent at convenience store in last 30 days: \$20-\$39	4,205	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	3,801	7.6%	93
Spent at convenience store in last 30 days: \$51-\$99	2,569	5.1%	92
Spent at convenience store in last 30 days: \$100+	11,569	23.0%	105
Entertainment (Adults)			
Attended a movie in last 6 months	30,286	60.3%	102
Went to live theater in last 12 months	6,105	12.2%	98
Went to a bar/night club in last 12 months	8,106	16.1%	91
Dined out in last 12 months	24,467	48.7%	96
Gambled at a casino in last 12 months	6,454	12.9%	97
Visited a theme park in last 12 months	8,359	16.7%	90
Viewed movie (video-on-demand) in last 30 days	7,787	15.5%	104
Viewed TV show (video-on-demand) in last 30 days	5,058	10.1%	99
Watched any pay-per-view TV in last 12 months	3,573	7.1%	96
Downloaded a movie over the Internet in last 30 days	4,498	9.0%	95
Downloaded any individual song in last 6 months	8,869	17.7%	95
Used internet to watch a movie online in the last 30 days	15,922	31.7%	98
Used internet to watch a TV program online in last 30 days	9,583	19.1%	90
Played a video/electronic game (console) in last 12 months	5,069	10.1%	106
Played a video/electronic game (portable) in last 12 months	2,915	5.8%	120
Financial (Adults)			
Have home mortgage (1st)	15,360	30.6%	94
Used ATM/cash machine in last 12 months	26,653	53.1%	98
Own any stock	4,548	9.1%	109
Own U.S. savings bond	2,450	4.9%	100
Own shares in mutual fund (stock)	4,308	8.6%	106
Own shares in mutual fund (bonds)	2,775	5.5%	106
Have interest checking account	14,724	29.3%	98
Have non-interest checking account	15,278	30.4%	99
Have savings account	28,883	57.5%	97
Have 401K retirement savings plan	8,609	17.2%	98
Own/used any credit/debit card in last 12 months	39,965	79.6%	96
Avg monthly credit card expenditures: \$1-110	5,506	11.0%	97
Avg monthly credit card expenditures: \$111-\$225	3,586	7.1%	98
Avg monthly credit card expenditures: \$226-\$450	3,531	7.0%	96
Avg monthly credit card expenditures: \$451-\$700	3,578	7.1%	104
Avg monthly credit card expenditures: \$701-\$1,000	3,175	6.3%	100
Avg monthly credit card expenditures: \$1001-2000	4,160	8.3%	104
Avg monthly credit card expenditures: \$2001+	3,520	7.0%	103
Did banking online in last 12 months	20,843	41.5%	96
Did banking on mobile device in last 12 months	14,903	29.7%	92
Paid bills online in last 12 months	26,306	52.4%	96

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Retail Market Potential

3402 N Big Spring St, Midland, Texas, 79705
 Ring: 3 mile radius

Dub House, MAI, CCIM
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	17,467	69.6%	102
HH used bread in last 6 months	23,738	94.6%	101
HH used chicken (fresh or frozen) in last 6 months	16,952	67.5%	102
HH used turkey (fresh or frozen) in last 6 months	3,317	13.2%	95
HH used fish/seafood (fresh or frozen) in last 6 months	14,555	58.0%	105
HH used fresh fruit/vegetables in last 6 months	21,515	85.7%	102
HH used fresh milk in last 6 months	21,218	84.5%	102
HH used organic food in last 6 months	5,729	22.8%	95
Health (Adults)			
Exercise at home 2+ times per week	14,658	29.2%	97
Exercise at club 2+ times per week	6,917	13.8%	96
Visited a doctor in last 12 months	38,261	76.2%	99
Used vitamin/dietary supplement in last 6 months	27,857	55.5%	101
Home (Households)			
HH did any home improvement in last 12 months	7,049	28.1%	98
HH used any maid/professional cleaning service in last 12 months	4,023	16.0%	104
HH purchased low ticket HH furnishings in last 12 months	4,056	16.2%	90
HH purchased big ticket HH furnishings in last 12 months	5,846	23.3%	101
HH bought any small kitchen appliance in last 12 months	5,677	22.6%	96
HH bought any large kitchen appliance in last 12 months	3,253	13.0%	97
Insurance (Adults/Households)			
Currently carry life insurance	21,330	42.5%	96
Carry medical/hospital/accident insurance	36,428	72.6%	97
Carry homeowner/personal property insurance	23,920	47.7%	98
Carry renter's insurance	4,449	8.9%	96
HH has auto insurance: 1 vehicle in household covered	7,433	29.6%	102
HH has auto insurance: 2 vehicles in household covered	7,033	28.0%	101
HH has auto insurance: 3+ vehicles in household covered	5,483	21.8%	95
Pets (Households)			
Household owns any pet	13,429	53.5%	101
Household owns any cat	5,414	21.6%	94
Household owns any dog	10,256	40.9%	101
Psychographics (Adults)			
Buying American is important to me	18,906	37.7%	104
Usually buy items on credit rather than wait	6,952	13.8%	102
Usually buy based on quality - not price	9,824	19.6%	104
Price is usually more important than brand name	15,105	30.1%	103
Usually use coupons for brands I buy often	8,885	17.7%	113
Am interested in how to help the environment	11,625	23.2%	111
Usually pay more for environ safe product	8,459	16.9%	112
Usually value green products over convenience	6,457	12.9%	111
Likely to buy a brand that supports a charity	17,031	33.9%	96
Reading (Adults)			
Bought digital book in last 12 months	7,061	14.1%	99
Bought hardcover book in last 12 months	10,268	20.5%	99
Bought paperback book in last 12 month	13,909	27.7%	98
Read any daily newspaper (paper version)	7,940	15.8%	108
Read any digital newspaper in last 30 days	21,617	43.1%	96
Read any magazine (paper/electronic version) in last 6 months	45,106	89.9%	100

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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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	35,947	71.6%	99
Went to family restaurant/steak house: 4+ times a month	12,614	25.1%	102
Went to fast food/drive-in restaurant in last 6 months	45,064	89.8%	100
Went to fast food/drive-in restaurant 9+ times/month	19,131	38.1%	100
Fast food restaurant last 6 months: eat in	16,043	32.0%	98
Fast food restaurant last 6 months: home delivery	4,446	8.9%	99
Fast food restaurant last 6 months: take-out/drive-thru	23,675	47.2%	98
Fast food restaurant last 6 months: take-out/walk-in	9,748	19.4%	95
Television & Electronics (Adults/Households)			
Own any tablet	25,257	50.3%	98
Own any e-reader	5,136	10.2%	100
Own e-reader/tablet: iPad	15,188	30.3%	99
HH has Internet connectable TV	9,191	36.6%	100
Own any portable MP3 player	6,570	13.1%	90
HH owns 1 TV	5,174	20.6%	98
HH owns 2 TVs	6,687	26.6%	100
HH owns 3 TVs	5,187	20.7%	98
HH owns 4+ TVs	4,447	17.7%	101
HH subscribes to cable TV	10,253	40.8%	103
HH subscribes to fiber optic	1,401	5.6%	96
HH owns portable GPS navigation device	4,612	18.4%	95
HH purchased video game system in last 12 months	1,849	7.4%	90
HH owns any Internet video device for TV	7,889	31.4%	94
Travel (Adults)			
Took domestic trip in continental US last 12 months	25,923	51.6%	96
Took 3+ domestic non-business trips in last 12 months	6,493	12.9%	102
Spent on domestic vacations in last 12 months: \$1-999	5,019	10.0%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,321	6.6%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,041	4.1%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,278	4.5%	105
Spent on domestic vacations in last 12 months: \$3,000+	3,678	7.3%	103
Domestic travel in last 12 months: used general travel website	3,428	6.8%	102
Took foreign trip (including Alaska and Hawaii) in last 3 years	15,083	30.0%	98
Took 3+ foreign trips by plane in last 3 years	3,214	6.4%	96
Spent on foreign vacations in last 12 months: \$1-999	2,749	5.5%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,209	4.4%	98
Spent on foreign vacations in last 12 months: \$3,000+	3,720	7.4%	104
Foreign travel in last 3 years: used general travel website	2,932	5.8%	93
Nights spent in hotel/motel in last 12 months: any	22,293	44.4%	95
Took cruise of more than one day in last 3 years	4,813	9.6%	98
Member of any frequent flyer program	10,086	20.1%	98
Member of any hotel rewards program	10,780	21.5%	101

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