

404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 1 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

Population 6.678 7.522 Population 18+ 5,047 5,644 Households 2,427 2,747 Median Household Income \$59,453 \$56,491 Product/Consumer Behavior Aduits/HHs Aduits/HHs Median Household Income Bought any men's clothing in last 12 months 2,212 43,84% 99 Bought any men's clothing in last 12 months 2,121 43,84% 90 Bought clothing for child <13 years in last 6 months 1,288 25,55% 99 Bought costume jewelry in last 12 months 2,758 54,66% 100 Bought any the in jewelry in last 12 months 2,758 54,66% 100 Bought any the in jewelry in last 12 months 2,131 87,85% 100 Bought as with in last 12 months 2,131 87,85% 100 Hit morn/lesses any vehicle 2,131 87,85% 100 Hit morn/lesses any vehicle 2,131 86,95% 100 Bought gasoline in last 6 months 3,430 68,09% 100 Drank bedride Inlast 12 months	Demographic Summary		2017	2022
Population 18+ Households 5,047 5,647 Median Household Income \$259,453 \$66,491 Product/Consumer Behavior Expected Number of Adults/HHs Percent of Adults/HHs Product/Consumer Behavior \$2,291 45,4% 99 Bought any men's clothing in last 12 months 2,291 45,4% 99 Bought any men's clothing in last 12 months 2,281 43,8% 100 Bought any shoes in last 12 months 2,281 45,4% 100 Bought any shoes in last 12 months 2,281 45,4% 100 Bought any shoes in last 12 months 1,228 25,5% 100 Bought any fine jewelry in last 12 months 1,022 20,2% 100 Bought a watch in last 12 months 2,131 87,8% 100 MH obught/lessed new vehicle last 12 months 2,131 87,8% 100 Bought gasoline in last 6 months 1,554 30,3% 100 Bought gasoline in last 12 months 2,497 45,55% 9 Drank kybtledwater/seltzer in last 6 months 1,554 30,3% 100				7,522
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Product/Consumer Behavior Aduits/Hits Aduits/H		Expected Number of	Percent of	
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Bought any shoes in last 12 months 2,758 54.6% 10 Bought costume jewelry in last 12 months 10,22 20.2% 100 Bought awth in last 12 months 979 19.4% 100 Bought awth in last 12 months 979 19.4% 100 Automobiles (Households)				93
Bought costume jewelry in last 12 months 1,022 20.2% 100 Bought any fine jewelry in last 12 months 979 19.4% 100 Bought a watch in last 12 months 785 15.6% 100 Automobiles (Households) 785 15.6% 100 HH owns/leases any vehicle 2,131 87.8% 100 Automotive Aftermarket (Adults) 239 9.8% 100 Bought gasoline in last 6 months 2,327 45.5% 99 Had tune-up in last 12 months 2,297 45.5% 99 Had tune-up in last 12 months 2,430 68.0% 100 Drank bottle water/seltzer in last 6 months 2,430 68.0% 100 Drank bottled water/seltzer in last 6 months 2,140 42.4% 99 Drank bottled water/seltzer in last 6 months 2,140 42.4% 100 Cameras (Adults) 744 14.7% 100 Own digital point & shoot camera/camcorder 1,036 20.5% 9 Own digital point & shoot camera/camcorder 1,624 32.2% 100<		-		102
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Had tune-up in last 12 months 1,554 30.8% 100 Beverages (Adults)	Bought gasoline in last 6 months	4,385	86.9%	102
Had tune-up in last 12 months 1,554 30.8% 100 Beverages (Adults)	Bought/changed motor oil in last 12 months	2,297	45.5%	94
Drank bottled water/seltzer in last 6 months 3,430 68.0% 100 Drank regular cola in last 6 months 2,140 42.4% 99 Drank beer/ale in last 6 months 2,143 42.5% 100 Cameras (Adults) Own digital point & shoot camera/camcorder 1,036 20.5% 99 Own digital photos in last 12 months 744 14.7% 100 Printed digital photos in last 12 months 744 14.7% 100 Cell Phones (Adults/Households) Bought cell phone in last 12 months 1,822 36.1% 100 Have a smartphone 3,507 69.5% 100 Have a smartphone: Android phone (any brand) 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH as cell phone only (no landline telephone) 1,014 41.8% 99 Number of cell phones in household:	Had tune-up in last 12 months		30.8%	108
Drank bottled water/seltzer in last 6 months 3,430 68.0% 100 Drank regular cola in last 6 months 2,140 42.4% 99 Drank beer/ale in last 6 months 2,143 42.5% 100 Cameras (Adults) Own digital point & shoot camera/camcorder 1,036 20.5% 99 Own digital photos in last 12 months 744 14.7% 100 Printed digital photos in last 12 months 744 14.7% 100 Cell Phones (Adults/Households) Bought cell phone in last 12 months 1,822 36.1% 100 Have a smartphone 3,507 69.5% 100 Have a smartphone: Android phone (any brand) 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH as cell phone only (no landline telephone) 1,014 41.8% 99 Number of cell phones in household:				
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Drank beer/ale in last 6 months 2,143 42.5% 100 Cameras (Adults)	Drank bottled water/seltzer in last 6 months	3,430	68.0%	102
Cameras (Adults)	Drank regular cola in last 6 months	2,140	42.4%	96
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Printed digital photos in last 12 months 744 14.7% 100 Cell Phones (Adults/Households) Bought cell phone in last 12 months 1,822 36.1% 100 Have a smartphone 3,507 69.5% 100 Have a smartphone: Android phone (any brand) 1,624 32.2% 100 Have a smartphone: Apple iPhone 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH has cell phone only (no landline telephone) 1,014 41.8% 99 Mumber of cell phone only (no landline telephone) 1,046 43.1% 100 HH owns a computer 1,046 43.1% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100	Own digital point & shoot camera/camcorder	1,036	20.5%	97
Cell Phones (Adults/Households) Bought cell phone in last 12 months 1,822 36.1% 100 Have a smartphone 3,507 69.5% 100 Have a smartphone: Android phone (any brand) 1,624 32.2% 100 Have a smartphone: Apple iPhone 1,654 32.2% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phone only (no landline telephone) 1,014 41.8% 99 HH has cell phone only (no landline telephone) 1,014 41.8% 99 HH owns a computer 1,046 43.1% 100 HH owns desktop computer 1,046 43.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any Apple/Mac brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Ap	Own digital SLR camera/camcorder	425	8.4%	101
Bought cell phone in last 12 months 1,822 36.1% 100 Have a smartphone 3,507 69.5% 100 Have a smartphone: Android phone (any brand) 1,624 32.2% 100 Have a smartphone: Apple iPhone 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH has cell phone only (no landline telephone) 1,014 41.8% 99 With the wins a computer 1,882 77.5% 100 HH owns a computer 1,882 77.5% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer in a store 902 37.2% 99	Printed digital photos in last 12 months	744	14.7%	106
Bought cell phone in last 12 months 1,822 36.1% 100 Have a smartphone 3,507 69.5% 100 Have a smartphone: Android phone (any brand) 1,624 32.2% 100 Have a smartphone: Apple iPhone 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH has cell phone only (no landline telephone) 1,014 41.8% 99 With the wins a computer 1,882 77.5% 100 HH owns a computer 1,882 77.5% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer in a store 902 37.2% 99				
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Have a smartphone: Android phone (any brand) 1,624 32.2% 100 Have a smartphone: Apple iPhone 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH has cell phone only (no landline telephone) 1,014 41.8% 99 Computers (Households) HH owns a computer 1,882 77.5% 100 HH owns desktop computer 1,046 43.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH owns any PC/non-Apple brand computer 902 37.2% 99	Bought cell phone in last 12 months	1,822	36.1%	100
Have a smartphone: Apple iPhone 1,654 32.8% 100 Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 99 Number of cell phones in household: 3+ 652 26.9% 100 HH has cell phone only (no landline telephone) 1,014 41.8% 99 Computers (Households) HH owns a computer HH owns desktop computer 1,882 77.5% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 99	Have a smartphone	3,507	69.5%	104
Number of cell phones in household: 1 772 31.8% 99 Number of cell phones in household: 2 883 36.4% 91 Number of cell phones in household: 3+ 652 26.9% 101 HH has cell phone only (no landline telephone) 1,014 41.8% 91 Computers (Households) HH owns a computer HH owns desktop computer 1,882 77.5% 101 HH owns laptop/notebook 1,387 57.1% 101 HH owns any Apple/Mac brand computer 400 16.5% 101 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 99	Have a smartphone: Android phone (any brand)	1,624	32.2%	101
Number of cell phones in household: 2 883 36.4% 9 Number of cell phones in household: 3+ 652 26.9% 10 HH has cell phone only (no landline telephone) 1,014 41.8% 9 Computers (Households) HH owns a computer 1,882 77.5% 100 HH owns desktop computer 1,046 43.1% 10 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 95	Have a smartphone: Apple iPhone	1,654	32.8%	107
Number of cell phones in household: 3+ 652 26.9% 100 HH has cell phone only (no landline telephone) 1,014 41.8% 90 Computers (Households) HH owns a computer 1,882 77.5% 100 HH owns desktop computer 1,046 43.1% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 99	Number of cell phones in household: 1	772	31.8%	99
HH has cell phone only (no landline telephone) 1,014 41.8% 92 Computers (Households) HH owns a computer 1,882 77.5% 102 HH owns desktop computer 1,046 43.1% 102 HH owns laptop/notebook 1,387 57.1% 102 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 99	Number of cell phones in household: 2	883	36.4%	97
Computers (Households)HH owns a computer1,88277.5%100HH owns desktop computer1,04643.1%100HH owns laptop/notebook1,38757.1%100HH owns any Apple/Mac brand computer40016.5%100HH owns any PC/non-Apple brand computer1,61366.5%100HH purchased most recent computer in a store90237.2%99	Number of cell phones in household: 3+	652	26.9%	103
HH owns a computer 1,882 77.5% 100 HH owns desktop computer 1,046 43.1% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 99	HH has cell phone only (no landline telephone)	1,014	41.8%	92
HH owns a computer 1,882 77.5% 100 HH owns desktop computer 1,046 43.1% 100 HH owns laptop/notebook 1,387 57.1% 100 HH owns any Apple/Mac brand computer 400 16.5% 100 HH owns any PC/non-Apple brand computer 1,613 66.5% 100 HH purchased most recent computer in a store 902 37.2% 99				
HH owns desktop computer1,04643.1%10HH owns laptop/notebook1,38757.1%10HH owns any Apple/Mac brand computer40016.5%10HH owns any PC/non-Apple brand computer1,61366.5%100HH purchased most recent computer in a store90237.2%99	Computers (Households)			
HH owns laptop/notebook1,38757.1%103HH owns any Apple/Mac brand computer40016.5%100HH owns any PC/non-Apple brand computer1,61366.5%100HH purchased most recent computer in a store90237.2%99	HH owns a computer	1,882	77.5%	102
HH owns any Apple/Mac brand computer40016.5%100HH owns any PC/non-Apple brand computer1,61366.5%100HH purchased most recent computer in a store90237.2%99	HH owns desktop computer	1,046		101
HH owns any PC/non-Apple brand computer1,61366.5%100HH purchased most recent computer in a store90237.2%99	HH owns laptop/notebook	1,387	57.1%	103
HH purchased most recent computer in a store90237.2%99				107
				100
HH purchased most recent computer online 301 12.4% 99				99
	HH purchased most recent computer online	301	12.4%	95
	Spent <\$500 on most recent home computer	345		93
		478	19.7%	108
Spent \$1,000-\$1,499 on most recent home computer 198 8.2% 90	Spent \$1,000-\$1,499 on most recent home computer	198	8.2%	90
Spent \$1,500-\$1,999 on most recent home computer 109 4.5% 109	Spent \$1,500-\$1,999 on most recent home computer	109	4.5%	105
Spent \$2,000+ on most recent home computer 90 3.7% 104	Spent \$2,000+ on most recent home computer	90	3.7%	104

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.



404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 1 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

 King. I mile radius		Longituu	02.00701
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,426	48.1%	96
Bought brewed coffee at convenience store in last 30 days	767	15.2%	98
Bought cigarettes at convenience store in last 30 days	561	11.1%	92
Bought gas at convenience store in last 30 days	1,525	30.2%	89
Spent at convenience store in last 30 days: <\$20	394	7.8%	99
Spent at convenience store in last 30 days: \$20-\$39	481	9.5%	104
Spent at convenience store in last 30 days: \$40-\$50	395	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	188	3.7%	80
Spent at convenience store in last 30 days: \$100+	1,184	23.5%	100
Entertainment (Adults)			
Attended a movie in last 6 months	3,180	63.0%	107
Went to live theater in last 12 months	672	13.3%	102
Went to a bar/night club in last 12 months	849	16.8%	100
Dined out in last 12 months	2,306	45.7%	101
Gambled at a casino in last 12 months	732	14.5%	105
Visited a theme park in last 12 months	950	18.8%	105
Viewed movie (video-on-demand) in last 30 days	1,068	21.2%	116
Viewed TV show (video-on-demand) in last 30 days	715	14.2%	108
Watched any pay-per-view TV in last 12 months	678	13.4%	108
Downloaded a movie over the Internet in last 30 days	452	9.0%	108
Downloaded any individual song in last 6 months	1,148	22.7%	107
Watched a movie online in the last 30 days	1,080	21.4%	114
Watched a TV program online in last 30 days	978	19.4%	114
Played a video/electronic game (console) in last 12 months	520	10.3%	104
Played a video/electronic game (portable) in last 12 months	223	4.4%	98
hayed a video electionic game (portable) in fast 12 months	225	7,770	50
Financial (Adults)			
Have home mortgage (1st)	1,459	28.9%	94
Used ATM/cash machine in last 12 months	2,636	52.2%	105
Own any stock	348	6.9%	95
Own U.S. savings bond	233	4.6%	90
Own shares in mutual fund (stock)	326	6.5%	88
Own shares in mutual fund (bonds)	245	4.9%	96
Have interest checking account	1,355	26.8%	99
Have non-interest checking account	1,511	29.9%	102
Have savings account	2,760	54.7%	100
Have 401K retirement savings plan	749	14.8%	101
Own/used any credit/debit card in last 12 months	3,780	74.9%	99
Avg monthly credit card expenditures: <\$111	622	12.3%	103
Avg monthly credit card expenditures: \$111-\$225	382	7.6%	107
Avg monthly credit card expenditures: \$226-\$450	333	6.6%	100
Avg monthly credit card expenditures: \$451-\$700	246	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	225	4.5%	96
Avg monthly credit card expenditures: \$1,001+	487	9.6%	104
Did banking online in last 12 months	1,968	39.0%	107
Did banking on mobile device in last 12 months	879	17.4%	101
Paid bills online in last 12 months	2,370	47.0%	105

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404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 1 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

King, 1 mile radius		Longitu	ue. 102.00701
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,687	69.5%	100
Used bread in last 6 months	2,267	93.4%	99
Used chicken (fresh or frozen) in last 6 months	1,650	68.0%	98
Used turkey (fresh or frozen) in last 6 months	404	16.6%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,311	54.0%	99
Used fresh fruit/vegetables in last 6 months	2,132	87.8%	101
Used fresh milk in last 6 months	2,134 506	87.9%	101 101
Used organic food in last 6 months	500	20.8%	101
Health (Adults)			
Exercise at home 2+ times per week	1,390	27.5%	95
Exercise at club 2+ times per week	707	14.0%	105
Visited a doctor in last 12 months	3,879	76.9%	105
Used vitamin/dietary supplement in last 6 months	2,734	54.2%	102
osed vitaminy detaily supplement in last o months	2,734	54.270	105
Home (Households)			
Any home improvement in last 12 months	640	26.4%	97
Used housekeeper/maid/professional HH cleaning service in last 12	361	14.9%	111
Purchased low ticket HH furnishings in last 12 months	377	15.5%	95
Purchased by ticket HH furnishings in last 12 months	531	21.9%	102
Bought any small kitchen appliance in last 12 months Bought any large kitchen appliance in last 12 months	543 277	22.4%	101 90
bought any large kitchen appliance in last 12 months	277	11.4%	90
Insurance (Adults/Households)			
Currently carry life insurance	2,052	40.7%	94
Carry medical/hospital/accident insurance	3,499	69.3%	100
Carry homeowner insurance	2,318	45.9%	98
Carry renter's insurance	482	9.6%	109
Have auto insurance: 1 vehicle in household covered	832	34.3%	110
Have auto insurance: 2 vehicles in household covered	719	29.6%	104
Have auto insurance: 3+ vehicles in household covered	471	19.4%	90
Dete (Ususekalda)			
Pets (Households)	1 2 20		07
Household owns any pet	1,278	52.7%	97
Household owns any cat	533	22.0%	97
Household owns any dog	967	39.8%	96
Psychographics (Adults)	2.052	40 70/	
Buying American is important to me	2,052	40.7%	98
Usually buy items on credit rather than wait	629	12.5%	102
Usually buy based on quality - not price	944	18.7%	102
Price is usually more important than brand name	1,388	27.5%	103
Usually use coupons for brands I buy often	922	18.3%	100
Am interested in how to help the environment	980	19.4%	118
Usually pay more for environ safe product	798	15.8%	118
Usually value green products over convenience	600	11.9%	110
Likely to buy a brand that supports a charity	1,660	32.9%	94
Reading (Adults)			
Bought digital book in last 12 months	752	14.9%	105
Bought hardcover book in last 12 months	951	18.8%	92
Bought paperback book in last 12 month	1,365	27.0%	91
Read any daily newspaper (paper version)	1,222	24.2%	100
Read any digital newspaper in last 30 days	1,711	33.9%	99
Read any magazine (paper/electronic version) in last 6 months	4,512	89.4%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,735	74.0%	99
Went to family restaurant/steak house: 4+ times a month	1,409	27.9%	102
Went to fast food/drive-in restaurant in last 6 months	4,483	88.8%	99
Went to fast food/drive-in restaurant 9+ times/mo	1,915	37.9%	97
Fast food/drive-in last 6 months: eat in	1,858	36.8%	101
Fast food/drive-in last 6 months: home delivery	336	6.7%	86
Fast food/drive-in last 6 months: take-out/drive-thru	2,240	44.4%	96
	958	19.0%	94
Fast food/drive-in last 6 months: take-out/walk-in	958	19.0%	94
Television & Electronics (Adults/Households)			
Own any tablet	1,728	34.2%	102
Own any e-reader	433	8.6%	99
Own e-reader/tablet: iPad	1,105	21.9%	106
HH has Internet connectable TV	517	21.3%	106
Own any portable MP3 player	1,447	28.7%	103
HH owns 1 TV	543	22.4%	108
HH owns 2 TVs	619	25.5%	98
HH owns 3 TVs	537	22.1%	103
HH owns 4+ TVs	411	16.9%	93
HH subscribes to cable TV	1,280	52.7%	110
HH subscribes to fiber optic	250	10.3%	129
HH owns portable GPS navigation device	647	26.7%	98
HH purchased video game system in last 12 mos	188	7.7%	100
HH owns Internet video device for TV	262	10.8%	98
The owns internet video device for TV	202	10.0 %	50
Travel (Adults)			
Domestic travel in last 12 months	2,706	53.6%	105
Took 3+ domestic non-business trips in last 12 months	567	11.2%	101
Spent on domestic vacations in last 12 months: <\$1,000	561	11.1%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	297	5.9%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	177	3.5%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	178	3.5%	93
Spent on domestic vacations in last 12 months: \$3,000+	291	5.8%	101
Domestic travel in the 12 months: used general travel website	376	7.4%	106
Foreign travel in last 3 years	1,377	27.3%	113
Took 3+ foreign trips by plane in last 3 years	265	5.3%	119
Spent on foreign vacations in last 12 months: <\$1,000	245	4.9%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	178	3.5%	101
Spent on foreign vacations in last 12 months: \$3,000+	306	6.1%	120
Foreign travel in last 3 years: used general travel website	379	7.5%	131
Nights spent in hotel/motel in last 12 months: any	2,240	44.4%	107
Took cruise of more than one day in last 3 years	443	8.8%	110
Member of any frequent flyer program	937	18.6%	110
Member of any hotel rewards program	781	15.5%	104
member of any noter rewards program	781	13.370	104

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404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 2 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

Demographic Summary		2017	2022
Population		30,765	33,795
Population 18+		23,153	25,445
Households		11,802	12,945
Median Household Income		\$58,743	\$65,667
Median Household Income		\$30,743	\$05,007
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)	·····, ····		
Bought any men's clothing in last 12 months	10,651	46.0%	97
Bought any women's clothing in last 12 months	10,115	43.7%	101
Bought clothing for child <13 years in last 6 months	5,935	25.6%	93
Bought any shoes in last 12 months	12,735	55.0%	102
Bought costume jewelry in last 12 months	4,724	20.4%	102
Bought any fine jewelry in last 12 months	4,390	19.0%	105
Bought a watch in last 12 months	3,476	15.0%	98
bought a watch in last 12 months	5,770	15.070	50
Automobiles (Households)			
HH owns/leases any vehicle	10,226	86.6%	101
HH bought/leased new vehicle last 12 mo	1,171	9.9%	101
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Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,063	86.7%	102
Bought/changed motor oil in last 12 months	11,201	48.4%	100
Had tune-up in last 12 months	6,897	29.8%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,265	65.9%	99
Drank regular cola in last 6 months	10,318	44.6%	101
Drank beer/ale in last 6 months	10,270	44.4%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,879	21.1%	99
Own digital SLR camera/camcorder	1,982	8.6%	103
Printed digital photos in last 12 months	3,291	14.2%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	8,279	35.8%	99
Have a smartphone	15,470	66.8%	100
Have a smartphone: Android phone (any brand)	7,489	32.3%	101
Have a smartphone: Apple iPhone	7,010	30.3%	99
Number of cell phones in household: 1	3,740	31.7%	99
Number of cell phones in household: 2	4,324	36.6%	97
Number of cell phones in household: 3+	3,089	26.2%	100
HH has cell phone only (no landline telephone)	5,387	45.6%	101
Computers (Households)			
HH owns a computer	8,703	73.7%	97
HH owns desktop computer	4,812	40.8%	96
HH owns laptop/notebook	6,380	54.1%	97
HH owns any Apple/Mac brand computer	1,972	16.7%	109
HH owns any PC/non-Apple brand computer	7,403	62.7%	95
HH purchased most recent computer in a store	4,166	35.3%	94
HH purchased most recent computer online	1,457	12.3%	95
Spent <\$500 on most recent home computer	1,543	13.1%	85
Spent \$500-\$999 on most recent home computer	2,010	17.0%	93
Spent \$1,000-\$1,499 on most recent home computer	1,025	8.7%	95
Spent \$1,500-\$1,999 on most recent home computer	575	4.9%	114
Spent \$2,000+ on most recent home computer	451	3.8%	107

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			102100701
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	11,183	48.3%	97
Bought brewed coffee at convenience store in last 30 days	3,490	15.1%	97
Bought cigarettes at convenience store in last 30 days	2,481	10.7%	88
Bought gas at convenience store in last 30 days	7,290	31.5%	93
Spent at convenience store in last 30 days: <\$20	1,896	8.2%	104
Spent at convenience store in last 30 days: \$20-\$39	2,174	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	1,653	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	1,054	4.6%	98
Spent at convenience store in last 30 days: \$100+	5,160	22.3%	95
Entertainment (Adults)			
Attended a movie in last 6 months	13,836	59.8%	101
Went to live theater in last 12 months	3,193	13.8%	106
Went to a bar/night club in last 12 months	4,035	17.4%	104
Dined out in last 12 months	10,378	44.8%	99
Gambled at a casino in last 12 months	3,240	14.0%	101
Visited a theme park in last 12 months	4,200	18.1%	101
Viewed movie (video-on-demand) in last 30 days	4,470	19.3%	105
Viewed TV show (video-on-demand) in last 30 days	3,128	13.5%	103
Watched any pay-per-view TV in last 12 months	2,811	12.1%	98
Downloaded a movie over the Internet in last 30 days	2,010	8.7%	105
Downloaded any individual song in last 6 months	4,772	20.6%	97
Watched a movie online in the last 30 days	4,321	18.7%	99
Watched a TV program online in last 30 days	3,824	16.5%	97
Played a video/electronic game (console) in last 12 months	2,476	10.7%	108
Played a video/electronic game (portable) in last 12 months	1,042	4.5%	100
Financial (Adults)		22 201	
Have home mortgage (1st)	6,547	28.3%	92
Used ATM/cash machine in last 12 months	11,545	49.9%	100
Own any stock	1,765	7.6%	105
Own U.S. savings bond	1,216	5.3%	102
Own shares in mutual fund (stock)	1,729	7.5%	102
Own shares in mutual fund (bonds)	1,244	5.4%	107
Have interest checking account	6,220	26.9%	99
Have non-interest checking account	6,761	29.2%	99
Have savings account	12,303	53.1%	97
Have 401K retirement savings plan	3,367	14.5%	99
Own/used any credit/debit card in last 12 months	17,027	73.5%	98
Avg monthly credit card expenditures: <\$111	2,548	11.0%	92
Avg monthly credit card expenditures: \$111-\$225	1,689	7.3%	103
Avg monthly credit card expenditures: \$226-\$450	1,493	6.4%	98
Avg monthly credit card expenditures: \$451-\$700	1,228	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,152	5.0%	108
Avg monthly credit card expenditures: \$1,001+	2,517	10.9%	118
Did banking online in last 12 months	8,369	36.1%	99
Did banking on mobile device in last 12 months	3,995	17.3%	100
Paid bills online in last 12 months	10,259	44.3%	99

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404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 2 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,188	69.4%	100
Used bread in last 6 months	11,033	93.5%	100
Used chicken (fresh or frozen) in last 6 months	7,992	67.7%	98
Used turkey (fresh or frozen) in last 6 months	1,864	15.8%	100
Used fish/seafood (fresh or frozen) in last 6 months Used fresh fruit/vegetables in last 6 months	6,582 10,242	55.8% 86.8%	102 100
Used fresh milk in last 6 months	10,242	87.8%	100
Used organic food in last 6 months	2,577	21.8%	100
	2,5,7	21.070	100
Health (Adults)			
Exercise at home 2+ times per week	6,546	28.3%	98
Exercise at club 2+ times per week	3,098	13.4%	100
Visited a doctor in last 12 months	17,057	73.7%	97
Used vitamin/dietary supplement in last 6 months	12,366	53.4%	102
Home (Households)			
Any home improvement in last 12 months	3,171	26.9%	99
Used housekeeper/maid/professional HH cleaning service in last 12	1,950	16.5%	124
Purchased low ticket HH furnishings in last 12 months	2,071	17.5%	108
Purchased big ticket HH furnishings in last 12 months	2,617	22.2%	104
Bought any small kitchen appliance in last 12 months	2,632	22.3%	101
Bought any large kitchen appliance in last 12 months	1,388	11.8%	93
	1,000	110/0	
Insurance (Adults/Households)			
Currently carry life insurance	9,373	40.5%	94
Carry medical/hospital/accident insurance	15,476	66.8%	97
Carry homeowner insurance	10,365	44.8%	95
Carry renter's insurance	1,970	8.5%	97
Have auto insurance: 1 vehicle in household covered	3,942	33.4%	107
Have auto insurance: 2 vehicles in household covered	3,494	29.6%	104
Have auto insurance: 3+ vehicles in household covered	2,229	18.9%	87
	-,	2010 /0	07
Pets (Households)			
Household owns any pet	6,034	51.1%	94
Household owns any cat	2,321	19.7%	87
Household owns any dog	4,596	38.9%	94
	,		
Psychographics (Adults)			
Buying American is important to me	9,214	39.8%	96
Usually buy items on credit rather than wait	3,018	13.0%	106
Usually buy based on quality - not price	4,296	18.6%	101
Price is usually more important than brand name	6,083	26.3%	99
Usually use coupons for brands I buy often	4,440	19.2%	105
Am interested in how to help the environment	4,414	19.1%	116
Usually pay more for environ safe product	3,322	14.3%	107
Usually value green products over convenience	2,710	11.7%	107
Likely to buy a brand that supports a charity	7,798	33.7%	96
Enery to buy a brand that supports a chanty	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	55.770	50
Reading (Adults)			
Bought digital book in last 12 months	3,159	13.6%	96
Bought hardcover book in last 12 months	4,542	19.6%	96
Bought hardcover book in last 12 month	6,658	28.8%	96
Read any daily newspaper (paper version)	5,593	28.8%	100
Read any digital newspaper in last 30 days	7,738	33.4%	98
Read any magazine (paper/electronic version) in last 6 months	20,577	88.9%	98

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		20113	
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	16,833	72.7%	97
Went to family restaurant/steak house: 4+ times a month	6,383	27.6%	101
Went to fast food/drive-in restaurant in last 6 months	20,683	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	8,961	38.7%	99
Fast food/drive-in last 6 months: eat in	8,485	36.6%	100
Fast food/drive-in last 6 months: home delivery	1,747	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	10,392	44.9%	98
Fast food/drive-in last 6 months: take-out/walk-in	4,397	19.0%	94
	7,557F	19.070	74
Television & Electronics (Adults/Households)			
Own any tablet	7,934	34.3%	102
Own any e-reader	2,128	9.2%	106
Own e-reader/tablet: iPad	5,016	21.7%	105
HH has Internet connectable TV	2,370	20.1%	100
Own any portable MP3 player	6,568	28.4%	101
HH owns 1 TV	2,539	21.5%	104
HH owns 2 TVs	3,080	26.1%	100
HH owns 3 TVs	2,541	21.5%	100
HH owns 4+ TVs	2,041	17.3%	95
HH subscribes to cable TV	6,256	53.0%	111
HH subscribes to fiber optic	1,219	10.3%	129
HH owns portable GPS navigation device	3,101	26.3%	97
HH purchased video game system in last 12 mos	826	7.0%	91
HH owns Internet video device for TV	1,352	11.5%	103
	_,	11.0 /0	100
Travel (Adults)			
Domestic travel in last 12 months	11,909	51.4%	101
Took 3+ domestic non-business trips in last 12 months	2,709	11.7%	105
Spent on domestic vacations in last 12 months: <\$1,000	2,420	10.5%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,4	99 1,475	6.4%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,9	99 867	3.7%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,9	99 902	3.9%	103
Spent on domestic vacations in last 12 months: \$3,000+	1,493	6.4%	113
Domestic travel in the 12 months: used general travel websi	te 1,835	7.9%	113
Foreign travel in last 3 years	5,939	25.7%	106
Took 3+ foreign trips by plane in last 3 years	1,194	5.2%	117
Spent on foreign vacations in last 12 months: <\$1,000	1,094	4.7%	111
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	9 845	3.6%	105
Spent on foreign vacations in last 12 months: \$3,000+	1,391	6.0%	119
Foreign travel in last 3 years: used general travel website	1,596	6.9%	120
Nights spent in hotel/motel in last 12 months: any	9,610	41.5%	100
Took cruise of more than one day in last 3 years	2,015	8.7%	109
Member of any frequent flyer program	4,214	18.2%	112
Member of any hotel rewards program	3,553	15.3%	103
	57555	2010/0	200

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.



404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 3 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

Demographic Summary		2017	2022
Population		59,579	65,296
Population 18+		44,812	49,133
Households		22,687	24,815
Median Household Income		\$62,704	\$71,007
		+ • = / • • •	+ /
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)	-	-	
Bought any men's clothing in last 12 months	21,076	47.0%	99
Bought any women's clothing in last 12 months	19,648	43.8%	101
Bought clothing for child <13 years in last 6 months	11,900	26.6%	97
Bought any shoes in last 12 months	24,699	55.1%	102
Bought costume jewelry in last 12 months	9,089	20.3%	106
Bought any fine jewelry in last 12 months	8,372	18.7%	104
Bought a watch in last 12 months	6,706	15.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	19,935	87.9%	103
HH bought/leased new vehicle last 12 mo	2,320	10.2%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	39,359	87.8%	103
Bought/changed motor oil in last 12 months	22,663	50.6%	105
Had tune-up in last 12 months	13,351	29.8%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	29,460	65.7%	99
Drank regular cola in last 6 months	20,192	45.1%	102
Drank beer/ale in last 6 months	19,794	44.2%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	9,842	22.0%	103
Own digital SLR camera/camcorder	3,904	8.7%	105
Printed digital photos in last 12 months	6,471	14.4%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,042	35.8%	99
Have a smartphone	29,837	66.6%	99
Have a smartphone: Android phone (any brand)	14,370	32.1%	101
Have a smartphone: Apple iPhone	13,624	30.4%	99
Number of cell phones in household: 1	7,038	31.0%	97
Number of cell phones in household: 2	8,524	37.6%	100
Number of cell phones in household: 3+	5,969	26.3%	101
HH has cell phone only (no landline telephone)	10,447	46.0%	102
Computers (Households)			
HH owns a computer	17,005	75.0%	98
HH owns desktop computer	9,497	41.9%	98
HH owns laptop/notebook	12,415	54.7%	99
HH owns any Apple/Mac brand computer	3,639	16.0%	104
HH owns any PC/non-Apple brand computer	14,649	64.6%	97
HH purchased most recent computer in a store	8,272	36.5%	98
HH purchased most recent computer online	2,904	12.8%	98
Spent <\$500 on most recent home computer	3,139	13.8%	90
Spent \$500-\$999 on most recent home computer	3,969	17.5%	96
Spent \$1,000-\$1,499 on most recent home computer	2,065	9.1%	100
Spent \$1,500-\$1,999 on most recent home computer	1,095	4.8%	113
Spent \$2,000+ on most recent home computer	829	3.7%	103

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.



404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 3 mile radius Dub House, MAI, CCIM Latitude: 32.03596 Longitude: -102.08781

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)	Addito/1113		PIF 4
Shopped at convenience store in last 6 mos	21,864	48.8%	98
Bought brewed coffee at convenience store in last 30 days	6,853	15.3%	98
Bought cigarettes at convenience store in last 30 days	5,146	11.5%	95
Bought gas at convenience store in last 30 days	15,267	34.1%	101
Spent at convenience store in last 30 days: <\$20	3,623	8.1%	103
Spent at convenience store in last 30 days: \$20-\$39	4,127	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	3,178	7.1%	94
Spent at convenience store in last 30 days: \$51-\$99	2,138	4.8%	103
Spent at convenience store in last 30 days: \$100+	10,655	23.8%	101
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Entertainment (Adults)			
Attended a movie in last 6 months	26,540	59.2%	100
Went to live theater in last 12 months	6,148	13.7%	105
Went to a bar/night club in last 12 months	7,889	17.6%	105
Dined out in last 12 months	20,501	45.7%	101
Gambled at a casino in last 12 months	6,083	13.6%	98
Visited a theme park in last 12 months	8,173	18.2%	102
Viewed movie (video-on-demand) in last 30 days	8,405	18.8%	102
Viewed TV show (video-on-demand) in last 30 days	6,025	13.4%	102
Watched any pay-per-view TV in last 12 months	5,431	12.1%	98
Downloaded a movie over the Internet in last 30 days	3,733	8.3%	101
Downloaded any individual song in last 6 months	9,362	20.9%	99
Watched a movie online in the last 30 days	8,165	18.2%	97
Watched a TV program online in last 30 days	7,163	16.0%	94
Played a video/electronic game (console) in last 12 months	4,747	10.6%	107
Played a video/electronic game (portable) in last 12 months	2,063	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	13,455	30.0%	98
Used ATM/cash machine in last 12 months	22,506	50.2%	101
Own any stock	3,481	7.8%	107
Own U.S. savings bond	2,421	5.4%	105
Own shares in mutual fund (stock)	3,470	7.7%	106
Own shares in mutual fund (bonds)	2,424	5.4%	107
Have interest checking account	12,367	27.6%	102
Have non-interest checking account	13,516	30.2%	102
Have savings account	24,259	54.1%	99
Have 401K retirement savings plan	6,754	15.1%	103
Own/used any credit/debit card in last 12 months	33,504	74.8%	99
Avg monthly credit card expenditures: <\$111	4,996	11.1%	93
Avg monthly credit card expenditures: \$111-\$225	3,320	7.4%	105
Avg monthly credit card expenditures: \$226-\$450	3,049	6.8%	103
Avg monthly credit card expenditures: \$451-\$700	2,371	5.3%	100
Avg monthly credit card expenditures: \$701-\$1,000	2,201	4.9%	106
Avg monthly credit card expenditures: \$1,001+	4,685	10.5%	113
Did banking online in last 12 months	16,514	36.9%	101
Did banking on mobile device in last 12 months	7,924	17.7%	102
Paid bills online in last 12 months	20,121	44.9%	100

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404 Veterans Airpark Ln, Midland, Texas, 79705 2 404 Veterans Airpark Ln, Midland, Texas, 79705 Ring: 3 mile radius

Ring: 3 mile radius		201191000	ae: -102.0878.
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	15,962	70.4%	101
Used bread in last 6 months	21,318	94.0%	100
Used chicken (fresh or frozen) in last 6 months	15,605	68.8%	100
Used turkey (fresh or frozen) in last 6 months	3,592	15.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	12,619	55.6%	102
Used fresh fruit/vegetables in last 6 months	19,682	86.8%	100
Used fresh milk in last 6 months	20,008	88.2%	101
Used organic food in last 6 months	4,893	21.6%	105
Health (Adults)			
Exercise at home 2+ times per week	13,011	29.0%	100
Exercise at club 2+ times per week	5,951	13.3%	99
Visited a doctor in last 12 months	33,330	74.4%	98
Used vitamin/dietary supplement in last 6 months	23,927	53.4%	102
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Home (Households)			
Any home improvement in last 12 months	6,452	28.4%	105
Used housekeeper/maid/professional HH cleaning service in last 12	3,528	15.6%	116
Purchased low ticket HH furnishings in last 12 months	4,063	17.9%	110
	5,072	22.4%	105
Purchased big ticket HH furnishings in last 12 months			
Bought any small kitchen appliance in last 12 months	5,060	22.3%	101
Bought any large kitchen appliance in last 12 months	2,837	12.5%	99
To some set (A dollar / Henry helds)			
Insurance (Adults/Households)	10.010	10.00/	
Currently carry life insurance	19,213	42.9%	99
Carry medical/hospital/accident insurance	30,479	68.0%	98
Carry homeowner insurance	21,216	47.3%	101
Carry renter's insurance	3,633	8.1%	93
Have auto insurance: 1 vehicle in household covered	7,246	31.9%	103
Have auto insurance: 2 vehicles in household covered	6,920	30.5%	107
Have auto insurance: 3+ vehicles in household covered	4,708	20.8%	96
Pets (Households)			
Household owns any pet	12,135	53.5%	99
Household owns any cat	4,780	21.1%	93
Household owns any dog	9,356	41.2%	100
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Psychographics (Adults)			
Buying American is important to me	18,523	41.3%	100
			100
Usually buy items on credit rather than wait	5,722	12.8%	
Usually buy based on quality - not price	8,278	18.5%	101
Price is usually more important than brand name	11,852	26.4%	99
Usually use coupons for brands I buy often	8,691	19.4%	107
Am interested in how to help the environment	8,144	18.2%	110
Usually pay more for environ safe product	6,187	13.8%	103
Usually value green products over convenience	5,062	11.3%	104
Likely to buy a brand that supports a charity	15,281	34.1%	97
Reading (Adults)			
Bought digital book in last 12 months	6,265	14.0%	99
Bought hardcover book in last 12 months	9,100	20.3%	99
Bought paperback book in last 12 month	13,351	29.8%	100
Read any daily newspaper (paper version)	10,865	24.2%	100
Read any digital newspaper in last 30 days	15,150	33.8%	99
Read any magazine (paper/electronic version) in last 6 months	40,086	89.5%	99
Reading magazine (paper/electronic version/ in last o months	-0,000	00.070	

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Product/Consumer Behavior		Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)		-	-	
Went to family restaurant/steak house in la	ast 6 months	33,213	74.1%	99
Went to family restaurant/steak house: 4+		12,571	28.1%	102
Went to fast food/drive-in restaurant in las		40,412	90.2%	100
Went to fast food/drive-in restaurant 9+ ti		17,740	39.6%	101
Fast food/drive-in last 6 months: eat in	, -	16,828	37.6%	103
Fast food/drive-in last 6 months: home del	iverv	3,382	7.5%	98
Fast food/drive-in last 6 months: take-out/		20,900	46.6%	101
Fast food/drive-in last 6 months: take-out/		8,608	19.2%	95
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Television & Electronics (Adults/Househ	olds)			
Own any tablet		15,284	34.1%	101
Own any e-reader		4,132	9.2%	106
Own e-reader/tablet: iPad		9,537	21.3%	103
HH has Internet connectable TV		4,671	20.6%	102
Own any portable MP3 player		12,948	28.9%	103
HH owns 1 TV		4,622	20.4%	98
HH owns 2 TVs		5,955	26.2%	101
HH owns 3 TVs		5,003	22.1%	102
HH owns 4+ TVs		4,161	18.3%	101
HH subscribes to cable TV		11,612	51.2%	107
HH subscribes to fiber optic		2,146	9.5%	118
HH owns portable GPS navigation device		6,318	27.8%	103
HH purchased video game system in last 1	2 mos	1,509	6.7%	86
HH owns Internet video device for TV		2,630	11.6%	105
Travel (Adults)				
Domestic travel in last 12 months		23,376	52.2%	103
Took 3+ domestic non-business trips in las		5,324	11.9%	107
Spent on domestic vacations in last 12 mo		4,776	10.7%	103
Spent on domestic vacations in last 12 mo		2,889	6.4%	113
Spent on domestic vacations in last 12 mo	nths: \$1,500-\$1,999	1,731	3.9%	105
Spent on domestic vacations in last 12 more	nths: \$2,000-\$2,999	1,806	4.0%	106
Spent on domestic vacations in last 12 more	nths: \$3,000+	2,836	6.3%	111
Domestic travel in the 12 months: used ge	neral travel website	3,438	7.7%	110
Foreign travel in last 3 years		10,966	24.5%	101
Took 3+ foreign trips by plane in last 3 yea	rs	2,068	4.6%	105
Spent on foreign vacations in last 12 mont	ns: <\$1,000	1,960	4.4%	103
Spent on foreign vacations in last 12 mont	ns: \$1,000-\$2,999	1,530	3.4%	98
Spent on foreign vacations in last 12 mont	ns: \$3,000+	2,483	5.5%	110
Foreign travel in last 3 years: used general	travel website	2,829	6.3%	110
Nights spent in hotel/motel in last 12 mont	hs: any	18,898	42.2%	102
Took cruise of more than one day in last 3	years	3,777	8.4%	105
Member of any frequent flyer program		7,844	17.5%	107
Member of any hotel rewards program		7,030	15.7%	106

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