

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 |
| Household Income 2,427 2,743 Median Household Income \$59,453 \$66,493 Product/Consumer Behavior Adults/Hts MP Apparel (Adults) Adults/Hts Adults/Hts MP Bought any men's clothing in last 12 months 2,212 45.4% 90 Bought any men's clothing in last 12 months 2,212 43.8% 100 Bought clothing for child <13 years in last 6 months | • | | | 5,644 |
| Median Household Income \$59,453 \$66,49 Expected Number of Adults/Hits Percent of Adults/Hits Percent of Adults/Hits Bought any men's clothing in last 12 months 2,291 45,4% 99 Bought any men's clothing in last 12 months 2,212 43,8% 100 Bought any mone's clothing in last 12 months 2,228 52,6% 90 Bought any showen's clothing in last 12 months 2,758 54,6% 100 Bought any showen in last 12 months 1,022 20,2% 100 Bought any showen in last 12 months 1,022 20,2% 100 Bought any fine jewelry in last 12 months 1,022 20,2% 100 Bought any fine jewelry in last 12 months 799 10,4% 100 Hild watch last 12 months 2,291 8,5% 100 Automotive Aftermarket (Adults) E Bought gasoline in last 12 months 2,297 4,5% 90 Bought gasoline in last 12 months 2,297 4,5% 90 100 Bought gasoline in last 12 months 2,240 40,4% 90 | • | | | 2,743 |
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| Product/Consumer Behavior Aduits/Hits Aduits/H | | Expected Number of | Percent of | |
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| Bought clothing for child <13 years in last 6 months | | • | 43.8% | 101 |
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| 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 |
| Bought any fine jewelny in last 12 months 979 19.4% 10 Bought a watch in last 12 months 785 15.6% 10 Automobiles (Households) | 5 / | | | 106 |
| Bought a watch in last 12 months 785 15.6% 10. Automobiles (Households) 2,131 87.8% 10. HH owns/leases any vehicle 2,131 87.8% 10. Automotive Aftermarket (Adults) 239 9.8% 10. Automotive Aftermarket (Adults) 39 8.6% 10. Bought gasoline in last 6 months 4,385 86.9% 10. Bought gasoline in last 12 months 2,297 45.5% 9 Had tune-up in last 12 months 1,554 30.8% 100. Drank bottled water/seltzer in last 6 months 2,140 42.4% 90 Drank bottled water/seltzer in last 6 months 2,140 42.4% 90 Drank beer/ale in last 6 months 2,140 42.5% 100 Cameras (Adults) 744 14.7% 100 Cameras (Adults) 1,822 36.1% 100 Printed digital photes in last 12 months 1,822 36.1% 100 Hows a smatphone 1,654 32.2% 100 Have a smatphone: Apple iPhone </td <td></td> <td>•</td> <td></td> <td>107</td> | | • | | 107 |
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| HH owns/leases any vehicle 2,131 87.8% 100 HH bought/leased new vehicle last 12 mo 239 9.8% 100 Automotive Aftermarket (Adults) | Automobiles (Households) | | | |
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| Bought gasoline in last 6 months 4,385 86.9% 100 Bought/changed motor oil in last 12 months 2,297 45.5% 99 Had tune-up in last 12 months 1,554 30.8% 100 Beverages (Adults) | HH bought/leased new vehicle last 12 mo | 239 | 9.8% | 100 |
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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: | | | | |
| Drank regular cola in last 6 months 2,140 42.4% 94 Drank beer/ale in last 6 months 2,143 42.5% 100 Cameras (Adults) 2 2,143 42.5% 100 Own digital point & shoot camera/camcorder 1,036 20.5% 9' 0' 0' 9' 0' 0' 10' <td< td=""><td>Beverages (Adults)</td><td></td><td></td><td></td></td<> | Beverages (Adults) | | | |
| 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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| 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 |
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| 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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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

| | | 20119100 | 101100/01 |
|--|----------------------------------|--------------------------|-----------|
| 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 |
| ···· ···· · - ··· - · - · | _, | | |
| 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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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

| | | | 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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| | 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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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

| | | 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 |

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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 |
| ······································ | -, | | |
| 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 |
| , | | | |
| 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 |
| ,, | -, | | |
| 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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| | | | 20119103 | |
|--|-----------------------|----------------------------------|--------------------------|-----|
| 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 |
| ······ | | | | |
| 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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