



Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99751
 Longitude: -102.14616

Demographic Summary	2024	2029
Population	10,581	11,145
Population 18+	7,946	8,453
Households	4,128	4,418
Median Household Income	\$84,037	\$95,357

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	4,989	62.8%	100
Bought Women`s Clothing/12 Mo	4,301	54.1%	104
Bought Shoes/12 Mo	6,014	75.7%	101
Bought Fine Jewelry/12 Mo	1,819	22.9%	105
Bought Watch/12 Mo	1,135	14.3%	108
Automobiles (Households)			
HH Owns or Leases Any Vehicle	3,846	93.2%	103
HH Bought or Leased New Vehicle/12 Mo	373	9.0%	98
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	7,313	92.0%	102
Bought or Changed Motor Oil/12 Mo	4,443	55.9%	105
Had Vehicle Tune-Up/12 Mo	1,938	24.4%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	3,109	39.1%	105
Drank Beer or Ale/6 Mo	2,964	37.3%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	780	9.8%	100
Own Digital SLR Camera or Camcorder	794	10.0%	96
Printed Digital Photos/12 Mo	2,084	26.2%	101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,859	36.0%	100
Have a Smartphone	7,547	95.0%	101
Have Android Phone (Any Brand) Smartphone	3,029	38.1%	99
Have Apple iPhone Smartphone	4,677	58.9%	103
HH Owns 1 Cell Phone	1,285	31.1%	104
HH Owns 2 Cell Phones	1,548	37.5%	95
HH Owns 3+ Cell Phones	1,215	29.4%	103
HH Has Cell Phone Only (No Landline Telephone)	3,089	74.8%	104
Computers (Households)			
HH Owns Computer	3,513	85.1%	101
HH Owns Desktop Computer	1,634	39.6%	102
HH Owns Laptop or Notebook	2,903	70.3%	101
HH Owns Apple/Mac Brand Computer	1,046	25.3%	102
HH Owns PC/Non-Apple Brand Computer	2,960	71.7%	102
HH Purchased Most Recent Home Computer at Store	1,557	37.7%	101
HH Purchased Most Recent Home Computer Online	1,120	27.1%	99
HH Spent \$1-499 on Most Recent Home Computer	544	13.2%	95
HH Spent \$500-999 on Most Recent Home Computer	786	19.0%	100
HH Spent \$1K-1499 on Most Recent Home Computer	474	11.5%	101
HH Spent \$1500-1999 on Most Recent Home Computer	167	4.0%	100
HH Spent \$2K+ on Most Recent Home Computer	274	6.6%	109

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	5,286	66.5%	102
Bought Brewed Coffee at C-Store/30 Days	970	12.2%	98
Bought Cigarettes at C-Store/30 Days	481	6.1%	100
Bought Gas at C-Store/30 Days	3,328	41.9%	104
Spent \$1-19 at C-Store/30 Days	551	6.9%	102
Spent \$20-39 at C-Store/30 Days	669	8.4%	101
Spent \$40-50 at C-Store/30 Days	540	6.8%	102
Spent \$51-99 at C-Store/30 Days	491	6.2%	110
Spent \$100+ at C-Store/30 Days	1,882	23.7%	100
Entertainment (Adults)			
Attended Movie/6 Mo	3,648	45.9%	104
Went to Live Theater/12 Mo	701	8.8%	101
Went to Bar or Night Club/12 Mo	1,385	17.4%	98
Dined Out/12 Mo	4,422	55.7%	100
Gambled at Casino/12 Mo	942	11.9%	100
Visited Theme Park/12 Mo	1,335	16.8%	107
Viewed Movie (Video-on-Demand)/30 Days	761	9.6%	102
Viewed TV Show (Video-on-Demand)/30 Days	508	6.4%	97
Used Internet to Download Movie/30 Days	545	6.9%	110
Downloaded Individual Song/6 Mo	1,580	19.9%	102
Used Internet to Watch Movie/30 Days	2,998	37.7%	110
Used Internet to Watch TV Program/30 Days	1,927	24.3%	108
Played (Console) Video or Electronic Game/12 Mo	1,095	13.8%	109
Played (Portable) Video or Electronic Game/12 Mo	577	7.3%	105
Financial (Adults)			
Have 1st Home Mortgage	2,869	36.1%	99
Used ATM or Cash Machine/12 Mo	4,912	61.8%	101
Own Any Stock	1,108	13.9%	94
Own U.S. Savings Bonds	526	6.6%	90
Own Shares in Mutual Fund (Stocks)	931	11.7%	88
Own Shares in Mutual Fund (Bonds)	572	7.2%	87
Have Interest Checking Account	2,910	36.6%	94
Have Non-Interest Checking Account	2,995	37.7%	102
Have Savings Account	5,776	72.7%	100
Have 401(k) Retirement Savings Plan	1,987	25.0%	102
Own or Used Any Credit/Debit Card/12 Mo	7,410	93.3%	101
Avg \$1-110 Monthly Credit Card Expenditures	825	10.4%	101
Avg \$111-225 Monthly Credit Card Expenditures	590	7.4%	108
Avg \$226-450 Monthly Credit Card Expenditures	741	9.3%	106
Avg \$451-700 Monthly Credit Card Expenditures	741	9.3%	101
Avg \$701-1000 Monthly Credit Card Expenditures	620	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	900	11.3%	94
Avg \$2001+ Monthly Credit Card Expenditures	898	11.3%	90
Did Banking Online/12 Mo	4,583	57.7%	101
Did Banking by Mobile Device/12 Mo	3,924	49.4%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,865	93.6%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	3,170	76.8%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	843	20.4%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,430	58.9%	100
HH Used Fresh Fruit or Vegetables/6 Mo	3,666	88.8%	100
HH Used Fresh Milk/6 Mo	3,366	81.5%	99
HH Used Organic Food/6 Mo	1,087	26.3%	103
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,801	47.8%	99
Exercise at Club 2+ Times/Wk	1,007	12.7%	108
Visited Doctor/12 Mo	6,295	79.2%	99
Used Vitamins or Dietary Supplements/6 Mo	5,275	66.4%	100
Home (Households)			
HH Did Home Improvement/12 Mo	1,456	35.3%	97
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,440	34.9%	100
HH Purchased Low Ticket HH Furnishing/12 Mo	913	22.1%	98
HH Purchased Big Ticket HH Furnishing/12 Mo	1,073	26.0%	101
HH Bought Small Kitchen Appliance/12 Mo	1,095	26.5%	106
HH Bought Large Kitchen Appliance/12 Mo	683	16.5%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,002	50.4%	98
Personally Carry Any Med/Hosp/Accident Insur	6,652	83.7%	98
Homeowner Carries Home/Personal Property Insurance	4,590	57.8%	95
Renter Carries Home/Pers Property Insurance	1,201	15.1%	118
HH Has 1 Vehicle Covered w/Auto Insurance	1,403	34.0%	106
HH Has 2 Vehicles Covered w/Auto Insurance	1,383	33.5%	106
HH Has 3+ Vehicles Covered w/Auto Insurance	970	23.5%	91
Pets (Households)			
HH Owns Any Pet	2,012	48.7%	96
HH Owns Cat	871	21.1%	90
HH Owns Dog	1,510	36.6%	95
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,493	18.8%	110
Buying American Is Important: 4-Agr Cmpl	2,144	27.0%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	1,210	15.2%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,051	13.2%	106
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	874	11.0%	108
Will Pay More for Env Safe Prods: 4-Agr Cmpl	906	11.4%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	2,211	27.8%	104
Reading (Adults)			
Bought Digital Book/12 Mo	1,475	18.6%	101
Bought Hardcover Book/12 Mo	2,177	27.4%	102
Bought Paperback Book/12 Mo	2,769	34.8%	101
Read Daily Newspaper (Paper Version)	760	9.6%	88
Read Digital Newspaper/30 Days	4,666	58.7%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	7,025	88.4%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	5,853	73.7%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	2,008	25.3%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	7,328	92.2%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,375	42.5%	107
Ordered Eat-In Fast Food/6 Mo	2,270	28.6%	99
Ordered Home Delivery Fast Food/6 Mo	1,268	16.0%	123
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,234	53.3%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,868	23.5%	103
Television & Electronics (Adults/Households)			
Own Tablet	4,711	59.3%	103
Own E-Reader	1,264	15.9%	101
Own E-Reader/Tablet: Apple iPad	3,166	39.8%	109
HH Owns Internet Connectable TV	1,725	41.8%	102
Own Portable MP3 Player	757	9.5%	106
HH Owns 1 TV	743	18.0%	97
HH Owns 2 TVs	1,167	28.3%	102
HH Owns 3 TVs	932	22.6%	101
HH Owns 4+ TVs	901	21.8%	99
HH Subscribes to Cable TV	1,305	31.6%	103
HH Subscribes to Fiber Optic TV	226	5.5%	107
HH Owns Portable GPS Device	706	17.1%	92
HH Purchased Video Game System/12 Mo	322	7.8%	100
HH Owns Internet Video Device for TV	2,222	53.8%	102
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,679	58.9%	101
Took 3+ Domestic Non-Business Trips/12 Mo	1,245	15.7%	96
Spent \$1-999 on Domestic Vacations/12 Mo	1,023	12.9%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	523	6.6%	96
Spent \$1500-1999 on Domestic Vacations/12 Mo	353	4.4%	100
Spent \$2K-2999 on Domestic Vacations/12 Mo	401	5.0%	97
Spent \$3K+ on Domestic Vacations/12 Mo	675	8.5%	88
Used Intrnt Travel Site for Domestic Trip/12 Mo	520	6.5%	105
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,512	31.6%	105
Took 3+ Foreign Trips by Plane/3 Yrs	444	5.6%	103
Spent \$1-999 on Foreign Vacations/12 Mo	450	5.7%	102
Spent \$1K-2999 on Foreign Vacations/12 Mo	315	4.0%	119
Spent \$3K+ on Foreign Vacations/12 Mo	455	5.7%	96
Used General Travel Site: Foreign Trip/3 Yrs	440	5.5%	99
Spent Night at Hotel or Motel/12 Mo	4,035	50.8%	100
Took Cruise of More Than One Day/3 Yrs	716	9.0%	106
Member of Frequent Flyer Program	2,219	27.9%	100
Member of Hotel Rewards Program	2,264	28.5%	98

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Demographic Summary	2024	2029
Population	73,575	75,505
Population 18+	53,886	55,615
Households	27,446	28,741
Median Household Income	\$99,970	\$109,160

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	34,414	63.9%	101
Bought Women`s Clothing/12 Mo	28,802	53.4%	102
Bought Shoes/12 Mo	41,110	76.3%	102
Bought Fine Jewelry/12 Mo	12,329	22.9%	105
Bought Watch/12 Mo	7,332	13.6%	103
Automobiles (Households)			
HH Owns or Leases Any Vehicle	25,694	93.6%	103
HH Bought or Leased New Vehicle/12 Mo	2,686	9.8%	106
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	49,889	92.6%	103
Bought or Changed Motor Oil/12 Mo	30,143	55.9%	105
Had Vehicle Tune-Up/12 Mo	13,355	24.8%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	20,569	38.2%	102
Drank Beer or Ale/6 Mo	21,070	39.1%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	5,195	9.6%	99
Own Digital SLR Camera or Camcorder	5,663	10.5%	101
Printed Digital Photos/12 Mo	14,729	27.3%	105
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	19,224	35.7%	99
Have a Smartphone	51,304	95.2%	101
Have Android Phone (Any Brand) Smartphone	20,007	37.1%	97
Have Apple iPhone Smartphone	32,473	60.3%	105
HH Owns 1 Cell Phone	7,388	26.9%	90
HH Owns 2 Cell Phones	10,554	38.5%	98
HH Owns 3+ Cell Phones	9,007	32.8%	115
HH Has Cell Phone Only (No Landline Telephone)	20,429	74.4%	103
Computers (Households)			
HH Owns Computer	23,663	86.2%	103
HH Owns Desktop Computer	11,007	40.1%	103
HH Owns Laptop or Notebook	19,689	71.7%	103
HH Owns Apple/Mac Brand Computer	7,248	26.4%	107
HH Owns PC/Non-Apple Brand Computer	19,824	72.2%	103
HH Purchased Most Recent Home Computer at Store	10,592	38.6%	104
HH Purchased Most Recent Home Computer Online	7,725	28.1%	103
HH Spent \$1-499 on Most Recent Home Computer	3,630	13.2%	96
HH Spent \$500-999 on Most Recent Home Computer	5,466	19.9%	105
HH Spent \$1K-1499 on Most Recent Home Computer	3,327	12.1%	107
HH Spent \$1500-1999 on Most Recent Home Computer	1,086	4.0%	98
HH Spent \$2K+ on Most Recent Home Computer	1,890	6.9%	113

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	35,793	66.4%	102
Bought Brewed Coffee at C-Store/30 Days	6,766	12.6%	101
Bought Cigarettes at C-Store/30 Days	3,010	5.6%	92
Bought Gas at C-Store/30 Days	22,495	41.7%	104
Spent \$1-19 at C-Store/30 Days	3,848	7.1%	105
Spent \$20-39 at C-Store/30 Days	4,525	8.4%	101
Spent \$40-50 at C-Store/30 Days	3,730	6.9%	104
Spent \$51-99 at C-Store/30 Days	3,207	6.0%	106
Spent \$100+ at C-Store/30 Days	12,793	23.7%	101
Entertainment (Adults)			
Attended Movie/6 Mo	25,024	46.4%	105
Went to Live Theater/12 Mo	4,761	8.8%	101
Went to Bar or Night Club/12 Mo	9,588	17.8%	100
Dined Out/12 Mo	30,516	56.6%	101
Gambled at Casino/12 Mo	6,375	11.8%	99
Visited Theme Park/12 Mo	9,165	17.0%	108
Viewed Movie (Video-on-Demand)/30 Days	5,256	9.8%	104
Viewed TV Show (Video-on-Demand)/30 Days	3,678	6.8%	104
Used Internet to Download Movie/30 Days	3,591	6.7%	107
Downloaded Individual Song/6 Mo	10,942	20.3%	104
Used Internet to Watch Movie/30 Days	19,807	36.8%	108
Used Internet to Watch TV Program/30 Days	12,934	24.0%	107
Played (Console) Video or Electronic Game/12 Mo	7,295	13.5%	107
Played (Portable) Video or Electronic Game/12 Mo	3,868	7.2%	104
Financial (Adults)			
Have 1st Home Mortgage	21,319	39.6%	108
Used ATM or Cash Machine/12 Mo	33,514	62.2%	101
Own Any Stock	7,878	14.6%	98
Own U.S. Savings Bonds	3,909	7.3%	98
Own Shares in Mutual Fund (Stocks)	6,950	12.9%	96
Own Shares in Mutual Fund (Bonds)	4,295	8.0%	96
Have Interest Checking Account	20,454	38.0%	98
Have Non-Interest Checking Account	20,051	37.2%	101
Have Savings Account	39,598	73.5%	101
Have 401(k) Retirement Savings Plan	14,081	26.1%	107
Own or Used Any Credit/Debit Card/12 Mo	50,307	93.4%	101
Avg \$1-110 Monthly Credit Card Expenditures	5,238	9.7%	95
Avg \$111-225 Monthly Credit Card Expenditures	3,920	7.3%	105
Avg \$226-450 Monthly Credit Card Expenditures	4,876	9.0%	103
Avg \$451-700 Monthly Credit Card Expenditures	5,097	9.5%	102
Avg \$701-1000 Monthly Credit Card Expenditures	4,173	7.7%	99
Avg \$1001-2000 Monthly Credit Card Expenditures	6,592	12.2%	102
Avg \$2001+ Monthly Credit Card Expenditures	6,836	12.7%	101
Did Banking Online/12 Mo	31,689	58.8%	103
Did Banking by Mobile Device/12 Mo	27,124	50.3%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	25,910	94.4%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	21,405	78.0%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	5,747	20.9%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,300	59.4%	101
HH Used Fresh Fruit or Vegetables/6 Mo	24,499	89.3%	100
HH Used Fresh Milk/6 Mo	22,707	82.7%	101
HH Used Organic Food/6 Mo	7,329	26.7%	105
Health (Adults)			
Exercise at Home 2+ Times/Wk	26,669	49.5%	102
Exercise at Club 2+ Times/Wk	6,868	12.7%	109
Visited Doctor/12 Mo	42,921	79.7%	100
Used Vitamins or Dietary Supplements/6 Mo	35,958	66.7%	101
Home (Households)			
HH Did Home Improvement/12 Mo	10,591	38.6%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	10,224	37.3%	107
HH Purchased Low Ticket HH Furnishing/12 Mo	6,247	22.8%	101
HH Purchased Big Ticket HH Furnishing/12 Mo	7,392	26.9%	104
HH Bought Small Kitchen Appliance/12 Mo	7,166	26.1%	104
HH Bought Large Kitchen Appliance/12 Mo	4,696	17.1%	107
Insurance (Adults/Households)			
Currently Carry Life Insurance	28,082	52.1%	102
Personally Carry Any Med/Hosp/Accident Insur	45,434	84.3%	99
Homeowner Carries Home/Personal Property Insurance	33,336	61.9%	102
Renter Carries Home/Pers Property Insurance	6,909	12.8%	100
HH Has 1 Vehicle Covered w/Auto Insurance	8,480	30.9%	96
HH Has 2 Vehicles Covered w/Auto Insurance	9,517	34.7%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	7,191	26.2%	101
Pets (Households)			
HH Owns Any Pet	14,293	52.1%	103
HH Owns Cat	5,912	21.5%	92
HH Owns Dog	11,142	40.6%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	9,676	18.0%	105
Buying American Is Important: 4-Agr Cmpl	14,767	27.4%	94
Buy Based on Quality Not Price: 4-Agr Cmpl	7,831	14.5%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	6,832	12.7%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,552	10.3%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	5,912	11.0%	97
Buy Based on Price Not Brands: 4-Agr Cmpl	14,326	26.6%	100
Reading (Adults)			
Bought Digital Book/12 Mo	10,074	18.7%	102
Bought Hardcover Book/12 Mo	14,834	27.5%	102
Bought Paperback Book/12 Mo	19,115	35.5%	103
Read Daily Newspaper (Paper Version)	4,951	9.2%	85
Read Digital Newspaper/30 Days	31,847	59.1%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	47,461	88.1%	101

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Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 31.99751
Longitude: -102.14616

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	39,713	73.7%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	13,413	24.9%	107
Went to Fast Food/Drive-In Restaurant/6 Mo	49,793	92.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	22,845	42.4%	107
Ordered Eat-In Fast Food/6 Mo	15,948	29.6%	103
Ordered Home Delivery Fast Food/6 Mo	8,157	15.1%	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	29,246	54.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	12,431	23.1%	101
Television & Electronics (Adults/Households)			
Own Tablet	32,196	59.7%	104
Own E-Reader	8,571	15.9%	101
Own E-Reader/Tablet: Apple iPad	21,558	40.0%	109
HH Owns Internet Connectable TV	11,713	42.7%	104
Own Portable MP3 Player	5,074	9.4%	105
HH Owns 1 TV	4,654	17.0%	92
HH Owns 2 TVs	7,516	27.4%	98
HH Owns 3 TVs	6,297	22.9%	103
HH Owns 4+ TVs	6,632	24.2%	109
HH Subscribes to Cable TV	8,453	30.8%	100
HH Subscribes to Fiber Optic TV	1,540	5.6%	110
HH Owns Portable GPS Device	4,931	18.0%	97
HH Purchased Video Game System/12 Mo	2,155	7.9%	101
HH Owns Internet Video Device for TV	15,274	55.7%	105
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	32,526	60.4%	103
Took 3+ Domestic Non-Business Trips/12 Mo	8,826	16.4%	100
Spent \$1-999 on Domestic Vacations/12 Mo	6,716	12.5%	102
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,726	6.9%	101
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,502	4.6%	105
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,906	5.4%	103
Spent \$3K+ on Domestic Vacations/12 Mo	5,316	9.9%	102
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,505	6.5%	104
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	17,501	32.5%	108
Took 3+ Foreign Trips by Plane/3 Yrs	3,170	5.9%	108
Spent \$1-999 on Foreign Vacations/12 Mo	3,141	5.8%	105
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,127	3.9%	118
Spent \$3K+ on Foreign Vacations/12 Mo	3,435	6.4%	107
Used General Travel Site: Foreign Trip/3 Yrs	2,964	5.5%	98
Spent Night at Hotel or Motel/12 Mo	28,141	52.2%	103
Took Cruise of More Than One Day/3 Yrs	4,853	9.0%	106
Member of Frequent Flyer Program	15,839	29.4%	106
Member of Hotel Rewards Program	16,204	30.1%	103

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Demographic Summary	2024	2029
Population	124,299	128,584
Population 18+	91,223	94,939
Households	46,036	48,662
Median Household Income	\$95,973	\$106,512

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	58,361	64.0%	102
Bought Women`s Clothing/12 Mo	48,696	53.4%	102
Bought Shoes/12 Mo	69,682	76.4%	102
Bought Fine Jewelry/12 Mo	20,926	22.9%	105
Bought Watch/12 Mo	12,511	13.7%	103
Automobiles (Households)			
HH Owns or Leases Any Vehicle	42,989	93.4%	103
HH Bought or Leased New Vehicle/12 Mo	4,486	9.7%	105
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	84,072	92.2%	103
Bought or Changed Motor Oil/12 Mo	51,014	55.9%	105
Had Vehicle Tune-Up/12 Mo	22,803	25.0%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	35,618	39.0%	104
Drank Beer or Ale/6 Mo	35,603	39.0%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,486	9.3%	95
Own Digital SLR Camera or Camcorder	9,315	10.2%	98
Printed Digital Photos/12 Mo	24,509	26.9%	103
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	33,026	36.2%	100
Have a Smartphone	86,711	95.1%	101
Have Android Phone (Any Brand) Smartphone	33,980	37.2%	97
Have Apple iPhone Smartphone	54,828	60.1%	105
HH Owns 1 Cell Phone	12,185	26.5%	88
HH Owns 2 Cell Phones	17,513	38.0%	97
HH Owns 3+ Cell Phones	15,481	33.6%	117
HH Has Cell Phone Only (No Landline Telephone)	33,913	73.7%	102
Computers (Households)			
HH Owns Computer	39,255	85.3%	102
HH Owns Desktop Computer	18,234	39.6%	102
HH Owns Laptop or Notebook	32,727	71.1%	103
HH Owns Apple/Mac Brand Computer	12,174	26.4%	107
HH Owns PC/Non-Apple Brand Computer	32,793	71.2%	102
HH Purchased Most Recent Home Computer at Store	17,466	37.9%	102
HH Purchased Most Recent Home Computer Online	12,767	27.7%	101
HH Spent \$1-499 on Most Recent Home Computer	5,971	13.0%	94
HH Spent \$500-999 on Most Recent Home Computer	8,914	19.4%	102
HH Spent \$1K-1499 on Most Recent Home Computer	5,546	12.0%	106
HH Spent \$1500-1999 on Most Recent Home Computer	1,851	4.0%	99
HH Spent \$2K+ on Most Recent Home Computer	3,108	6.8%	111

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703
 Ring: 5 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99751
 Longitude: -102.14616

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	60,308	66.1%	102
Bought Brewed Coffee at C-Store/30 Days	11,607	12.7%	102
Bought Cigarettes at C-Store/30 Days	5,124	5.6%	93
Bought Gas at C-Store/30 Days	37,719	41.3%	103
Spent \$1-19 at C-Store/30 Days	6,399	7.0%	103
Spent \$20-39 at C-Store/30 Days	7,699	8.4%	101
Spent \$40-50 at C-Store/30 Days	6,177	6.8%	102
Spent \$51-99 at C-Store/30 Days	5,298	5.8%	103
Spent \$100+ at C-Store/30 Days	21,778	23.9%	101
Entertainment (Adults)			
Attended Movie/6 Mo	42,361	46.4%	105
Went to Live Theater/12 Mo	7,886	8.6%	99
Went to Bar or Night Club/12 Mo	15,890	17.4%	98
Dined Out/12 Mo	50,781	55.7%	100
Gambled at Casino/12 Mo	10,719	11.8%	99
Visited Theme Park/12 Mo	15,603	17.1%	109
Viewed Movie (Video-on-Demand)/30 Days	8,753	9.6%	102
Viewed TV Show (Video-on-Demand)/30 Days	6,163	6.8%	103
Used Internet to Download Movie/30 Days	6,147	6.7%	108
Downloaded Individual Song/6 Mo	18,575	20.4%	104
Used Internet to Watch Movie/30 Days	33,626	36.9%	108
Used Internet to Watch TV Program/30 Days	21,481	23.5%	105
Played (Console) Video or Electronic Game/12 Mo	12,223	13.4%	106
Played (Portable) Video or Electronic Game/12 Mo	6,493	7.1%	103
Financial (Adults)			
Have 1st Home Mortgage	34,967	38.3%	105
Used ATM or Cash Machine/12 Mo	56,471	61.9%	101
Own Any Stock	13,064	14.3%	96
Own U.S. Savings Bonds	6,275	6.9%	93
Own Shares in Mutual Fund (Stocks)	11,297	12.4%	92
Own Shares in Mutual Fund (Bonds)	6,983	7.7%	92
Have Interest Checking Account	33,572	36.8%	95
Have Non-Interest Checking Account	33,548	36.8%	100
Have Savings Account	66,007	72.4%	100
Have 401(k) Retirement Savings Plan	23,138	25.4%	104
Own or Used Any Credit/Debit Card/12 Mo	84,742	92.9%	100
Avg \$1-110 Monthly Credit Card Expenditures	8,919	9.8%	96
Avg \$111-225 Monthly Credit Card Expenditures	6,530	7.2%	104
Avg \$226-450 Monthly Credit Card Expenditures	8,147	8.9%	102
Avg \$451-700 Monthly Credit Card Expenditures	8,415	9.2%	99
Avg \$701-1000 Monthly Credit Card Expenditures	6,932	7.6%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	10,862	11.9%	99
Avg \$2001+ Monthly Credit Card Expenditures	11,412	12.5%	100
Did Banking Online/12 Mo	52,560	57.6%	101
Did Banking by Mobile Device/12 Mo	45,245	49.6%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	43,480	94.4%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	35,893	78.0%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	9,468	20.6%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	27,471	59.7%	102
HH Used Fresh Fruit or Vegetables/6 Mo	41,070	89.2%	100
HH Used Fresh Milk/6 Mo	38,125	82.8%	101
HH Used Organic Food/6 Mo	12,412	27.0%	106
Health (Adults)			
Exercise at Home 2+ Times/Wk	44,696	49.0%	101
Exercise at Club 2+ Times/Wk	11,408	12.5%	107
Visited Doctor/12 Mo	71,890	78.8%	99
Used Vitamins or Dietary Supplements/6 Mo	60,524	66.3%	100
Home (Households)			
HH Did Home Improvement/12 Mo	17,570	38.2%	105
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	16,950	36.8%	105
HH Purchased Low Ticket HH Furnishing/12 Mo	10,353	22.5%	100
HH Purchased Big Ticket HH Furnishing/12 Mo	12,285	26.7%	103
HH Bought Small Kitchen Appliance/12 Mo	12,103	26.3%	105
HH Bought Large Kitchen Appliance/12 Mo	7,821	17.0%	106
Insurance (Adults/Households)			
Currently Carry Life Insurance	46,025	50.5%	99
Personally Carry Any Med/Hosp/Accident Insur	75,697	83.0%	97
Homeowner Carries Home/Personal Property Insurance	55,081	60.4%	100
Renter Carries Home/Pers Property Insurance	11,590	12.7%	99
HH Has 1 Vehicle Covered w/Auto Insurance	14,237	30.9%	97
HH Has 2 Vehicles Covered w/Auto Insurance	15,971	34.7%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	11,937	25.9%	100
Pets (Households)			
HH Owns Any Pet	23,680	51.4%	102
HH Owns Cat	9,733	21.1%	90
HH Owns Dog	18,543	40.3%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	16,686	18.3%	107
Buying American Is Important: 4-Agr Cmpl	24,612	27.0%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	13,381	14.7%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	11,584	12.7%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	9,425	10.3%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	10,217	11.2%	99
Buy Based on Price Not Brands: 4-Agr Cmpl	24,401	26.7%	100
Reading (Adults)			
Bought Digital Book/12 Mo	16,745	18.4%	100
Bought Hardcover Book/12 Mo	24,671	27.0%	101
Bought Paperback Book/12 Mo	31,910	35.0%	102
Read Daily Newspaper (Paper Version)	8,663	9.5%	88
Read Digital Newspaper/30 Days	54,060	59.3%	101
Read Magazine (Paper/Electronic Vers)/6 Mo	80,470	88.2%	101

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Retail Market Potential

4905 Andrews Hwy, Midland, Texas, 79703
Ring: 5 mile radius

Dub House, MAI, CCIM
Latitude: 31.99751
Longitude: -102.14616

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	66,850	73.3%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	22,414	24.6%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	84,247	92.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	38,633	42.4%	107
Ordered Eat-In Fast Food/6 Mo	26,972	29.6%	102
Ordered Home Delivery Fast Food/6 Mo	13,888	15.2%	118
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	48,642	53.3%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	20,844	22.8%	100
Television & Electronics (Adults/Households)			
Own Tablet	53,935	59.1%	103
Own E-Reader	13,995	15.3%	97
Own E-Reader/Tablet: Apple iPad	36,033	39.5%	108
HH Owns Internet Connectable TV	19,401	42.1%	103
Own Portable MP3 Player	8,432	9.2%	103
HH Owns 1 TV	7,764	16.9%	91
HH Owns 2 TVs	12,704	27.6%	99
HH Owns 3 TVs	10,604	23.0%	103
HH Owns 4+ TVs	10,940	23.8%	107
HH Subscribes to Cable TV	14,145	30.7%	100
HH Subscribes to Fiber Optic TV	2,622	5.7%	111
HH Owns Portable GPS Device	8,056	17.5%	94
HH Purchased Video Game System/12 Mo	3,693	8.0%	103
HH Owns Internet Video Device for TV	25,345	55.1%	104
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	54,040	59.2%	101
Took 3+ Domestic Non-Business Trips/12 Mo	14,598	16.0%	98
Spent \$1-999 on Domestic Vacations/12 Mo	11,206	12.3%	100
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,140	6.7%	98
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,081	4.5%	101
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,698	5.2%	99
Spent \$3K+ on Domestic Vacations/12 Mo	8,822	9.7%	100
Used Intrnt Travel Site for Domestic Trip/12 Mo	5,900	6.5%	103
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	29,891	32.8%	109
Took 3+ Foreign Trips by Plane/3 Yrs	5,500	6.0%	111
Spent \$1-999 on Foreign Vacations/12 Mo	5,298	5.8%	104
Spent \$1K-2999 on Foreign Vacations/12 Mo	3,730	4.1%	123
Spent \$3K+ on Foreign Vacations/12 Mo	5,897	6.5%	109
Used General Travel Site: Foreign Trip/3 Yrs	5,068	5.6%	99
Spent Night at Hotel or Motel/12 Mo	46,771	51.3%	101
Took Cruise of More Than One Day/3 Yrs	7,974	8.7%	103
Member of Frequent Flyer Program	26,186	28.7%	103
Member of Hotel Rewards Program	26,494	29.0%	100

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