



Retail Market Potential

2408 N Big Spring St, Midland, Texas, 79705
Ring: 1 mile radius

Dub House, MAI, CCIM
Latitude: 32.02234
Longitude: -102.08063

Demographic Summary	2022	2027
Population	12,009	12,983
Population 18+	8,641	9,356
Households	4,493	4,842
Median Household Income	\$79,513	\$100,474

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,723	54.7%	100
Bought any women's clothing in last 12 months	4,174	48.3%	99
Bought any shoes in last 12 months	6,044	69.9%	97
Bought any fine jewelry in last 12 months	1,657	19.2%	100
Bought a watch in last 12 months	1,395	16.1%	113
Automobiles (Households)			
HH owns/leases any vehicle	3,908	87.0%	97
HH bought/leased new vehicle last 12 months	388	8.6%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,423	85.9%	97
Bought/changed motor oil in last 12 months	4,223	48.9%	102
Had tune-up in last 12 months	1,929	22.3%	91
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	4,017	46.5%	118
Drank beer/ale in last 6 months	3,433	39.7%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	590	6.8%	70
Own digital SLR camera/camcorder	621	7.2%	73
Printed digital photos in last 12 months	2,054	23.8%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,942	34.0%	104
Have a smartphone	7,844	90.8%	99
Have a smartphone: Android phone (any brand)	3,966	45.9%	115
Have a smartphone: Apple iPhone	3,922	45.4%	86
Number of cell phones in household: 1	1,366	30.4%	99
Number of cell phones in household: 2	1,537	34.2%	89
Number of cell phones in household: 3+	1,473	32.8%	113
HH has cell phone only (no landline telephone)	3,067	68.3%	102
Computers (Households)			
HH owns a computer	3,453	76.9%	95
HH owns desktop computer	1,543	34.3%	91
HH owns laptop/notebook	2,773	61.7%	94
HH owns any Apple/Mac brand computer	849	18.9%	85
HH owns any PC/non-Apple brand computer	2,881	64.1%	96
HH purchased most recent computer in a store	1,449	32.3%	87
HH purchased most recent computer online	864	19.2%	85
HH spent \$1-\$499 on most recent home computer	673	15.0%	97
HH spent \$500-\$999 on most recent home computer	686	15.3%	80
HH spent \$1,000-\$1,499 on most recent home computer	465	10.3%	86
HH spent \$1,500-\$1,999 on most recent home computer	172	3.8%	73
HH spent \$2,000+ on most recent home computer	176	3.9%	83

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 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	5,556	64.3%	103
Bought brewed coffee at convenience store in last 30 days	1,051	12.2%	98
Bought cigarettes at convenience store in last 30 days	595	6.9%	96
Bought gas at convenience store in last 30 days	3,312	38.3%	102
Spent at convenience store in last 30 days: \$1-19	527	6.1%	80
Spent at convenience store in last 30 days: \$20-\$39	870	10.1%	98
Spent at convenience store in last 30 days: \$40-\$50	687	8.0%	93
Spent at convenience store in last 30 days: \$51-\$99	572	6.6%	110
Spent at convenience store in last 30 days: \$100+	1,878	21.7%	106
Entertainment (Adults)			
Attended a movie in last 6 months	3,935	45.5%	95
Went to live theater in last 12 months	568	6.6%	65
Went to a bar/night club in last 12 months	1,191	13.8%	81
Dined out in last 12 months	3,693	42.7%	84
Gambled at a casino in last 12 months	856	9.9%	87
Visited a theme park in last 12 months	1,275	14.8%	103
Viewed movie (video-on-demand) in last 30 days	751	8.7%	67
Viewed TV show (video-on-demand) in last 30 days	460	5.3%	63
Watched any pay-per-view TV in last 12 months	495	5.7%	89
Downloaded a movie over the Internet in last 30 days	532	6.2%	81
Downloaded any individual song in last 6 months	1,578	18.3%	93
Used internet to watch a movie online in the last 30 days	2,967	34.3%	101
Used internet to watch a TV program online in last 30 days	1,537	17.8%	81
Played a video/electronic game (console) in last 12 months	1,088	12.6%	107
Played a video/electronic game (portable) in last 12 months	564	6.5%	109
Financial (Adults)			
Have home mortgage (1st)	2,503	29.0%	80
Used ATM/cash machine in last 12 months	4,955	57.3%	95
Own any stock	632	7.3%	61
Own U.S. savings bond	366	4.2%	69
Own shares in mutual fund (stock)	558	6.5%	58
Own shares in mutual fund (bonds)	363	4.2%	60
Have interest checking account	2,275	26.3%	74
Have non-interest checking account	3,103	35.9%	101
Have savings account	5,133	59.4%	87
Have 401K retirement savings plan	1,448	16.8%	77
Own/used any credit/debit card in last 12 months	7,283	84.3%	95
Avg monthly credit card expenditures: \$1-110	1,038	12.0%	100
Avg monthly credit card expenditures: \$111-\$225	745	8.6%	109
Avg monthly credit card expenditures: \$226-\$450	743	8.6%	98
Avg monthly credit card expenditures: \$451-\$700	703	8.1%	101
Avg monthly credit card expenditures: \$701-\$1,000	475	5.5%	73
Avg monthly credit card expenditures: \$1001-2000	530	6.1%	62
Avg monthly credit card expenditures: \$2001+	446	5.2%	58
Did banking online in last 12 months	3,889	45.0%	85
Did banking on mobile device in last 12 months	3,295	38.1%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	4,276	95.2%	101
HH used chicken (fresh or frozen) in last 6 months	3,065	68.2%	99
HH used turkey (fresh or frozen) in last 6 months	532	11.8%	82
HH used fish/seafood (fresh or frozen) in last 6 months	2,817	62.7%	108
HH used fresh fruit/vegetables in last 6 months	3,884	86.4%	99
HH used fresh milk in last 6 months	3,769	83.9%	101
HH used organic food in last 6 months	1,032	23.0%	92
Health (Adults)			
Exercise at home 2+ times per week	3,344	38.7%	95
Exercise at club 2+ times per week	892	10.3%	75
Visited a doctor in last 12 months	6,416	74.3%	94
Used vitamin/dietary supplement in last 6 months	5,200	60.2%	99
Home (Households)			
HH did any home improvement in last 12 months	1,404	31.2%	91
HH used any maid/professional cleaning service in last 12 months	750	16.7%	82
HH purchased low ticket HH furnishings in last 12 months	798	17.8%	82
HH purchased big ticket HH furnishings in last 12 months	1,160	25.8%	99
HH bought any small kitchen appliance in last 12 months	1,130	25.2%	99
HH bought any large kitchen appliance in last 12 months	641	14.3%	92
Insurance (Adults/Households)			
Currently carry life insurance	3,484	40.3%	83
Carry medical/hospital/accident insurance	6,258	72.4%	89
Carry homeowner/personal property insurance	4,114	47.6%	84
Carry renter's insurance	821	9.5%	89
HH has auto insurance: 1 vehicle in household covered	1,400	31.2%	106
HH has auto insurance: 2 vehicles in household covered	1,333	29.7%	96
HH has auto insurance: 3+ vehicles in household covered	974	21.7%	87
Pets (Households)			
Household owns any pet	2,254	50.2%	96
Household owns any cat	942	21.0%	91
Household owns any dog	1,719	38.3%	97
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,888	33.4%	94
Buy based on quality not price	1,480	17.1%	100
Buy on credit rather than wait	1,209	14.0%	106
Only use coupons brands: usually buy	1,152	13.3%	98
Will pay more for environmentally safe products	1,218	14.1%	103
Buy based on price not brands	2,455	28.4%	99
Am interested in how to help the environment	1,909	22.1%	108
Reading (Adults)			
Bought digital book in last 12 months	1,040	12.0%	69
Bought hardcover book in last 12 months	1,632	18.9%	77
Bought paperback book in last 12 month	2,220	25.7%	82
Read any daily newspaper (paper version)	1,282	14.8%	96
Read any digital newspaper in last 30 days	3,573	41.3%	83
Read any magazine (paper/electronic version) in last 6 months	7,304	84.5%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,523	63.9%	95
Went to family restaurant/steak house: 4+ times a month	1,652	19.1%	92
Went to fast food/drive-in restaurant in last 6 months	7,687	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	3,397	39.3%	104
Fast food restaurant last 6 months: eat in	1,800	20.8%	92
Fast food restaurant last 6 months: home delivery	1,009	11.7%	101
Fast food restaurant last 6 months: take-out/drive-thru	4,714	54.6%	97
Fast food restaurant last 6 months: take-out/walk-in	1,535	17.8%	83
Television & Electronics (Adults/Households)			
Own any tablet	4,574	52.9%	94
Own any e-reader	788	9.1%	75
Own e-reader/tablet: iPad	2,601	30.1%	87
HH has Internet connectable TV	1,692	37.7%	88
Own any portable MP3 player	998	11.5%	85
HH owns 1 TV	925	20.6%	105
HH owns 2 TVs	1,186	26.4%	96
HH owns 3 TVs	967	21.5%	97
HH owns 4+ TVs	826	18.4%	89
HH subscribes to cable TV	1,569	34.9%	94
HH subscribes to fiber optic	199	4.4%	82
HH owns portable GPS navigation device	747	16.6%	81
HH purchased video game system in last 12 months	317	7.1%	91
HH owns any Internet video device for TV	1,868	41.6%	92
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,768	43.6%	82
Took 3+ domestic non-business trips in last 12 months	813	9.4%	75
Spent on domestic vacations in last 12 months: \$1-999	854	9.9%	79
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	513	5.9%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	292	3.4%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	241	2.8%	74
Spent on domestic vacations in last 12 months: \$3,000+	421	4.9%	76
Domestic travel in last 12 months: used general travel website	416	4.8%	81
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,642	30.6%	92
Took 3+ foreign trips by plane in last 3 years	544	6.3%	79
Spent on foreign vacations in last 12 months: \$1-999	504	5.8%	80
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	489	5.7%	147
Spent on foreign vacations in last 12 months: \$3,000+	423	4.9%	81
Foreign travel in last 3 years: used general travel website	418	4.8%	74
Nights spent in hotel/motel in last 12 months: any	3,113	36.0%	80
Took cruise of more than one day in last 3 years	751	8.7%	81
Member of any frequent flyer program	1,484	17.2%	69
Member of any hotel rewards program	1,797	20.8%	81

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Demographic Summary		2022	2027
Population		30,886	32,752
Population 18+		22,750	24,143
Households		11,206	11,825
Median Household Income		\$89,339	\$105,660

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	12,446	54.7%	100
Bought any women's clothing in last 12 months	11,134	48.9%	101
Bought any shoes in last 12 months	16,281	71.6%	99
Bought any fine jewelry in last 12 months	4,253	18.7%	98
Bought a watch in last 12 months	3,501	15.4%	108
Automobiles (Households)			
HH owns/leases any vehicle	9,981	89.1%	99
HH bought/leased new vehicle last 12 months	1,094	9.8%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,979	87.8%	99
Bought/changed motor oil in last 12 months	10,807	47.5%	100
Had tune-up in last 12 months	5,291	23.3%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	9,683	42.6%	108
Drank beer/ale in last 6 months	9,314	40.9%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,892	8.3%	85
Own digital SLR camera/camcorder	1,999	8.8%	90
Printed digital photos in last 12 months	5,918	26.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,387	32.5%	99
Have a smartphone	20,769	91.3%	99
Have a smartphone: Android phone (any brand)	9,495	41.7%	105
Have a smartphone: Apple iPhone	11,448	50.3%	95
Number of cell phones in household: 1	3,117	27.8%	91
Number of cell phones in household: 2	4,151	37.0%	96
Number of cell phones in household: 3+	3,707	33.1%	114
HH has cell phone only (no landline telephone)	7,321	65.3%	98
Computers (Households)			
HH owns a computer	9,000	80.3%	99
HH owns desktop computer	4,178	37.3%	98
HH owns laptop/notebook	7,278	64.9%	99
HH owns any Apple/Mac brand computer	2,461	22.0%	98
HH owns any PC/non-Apple brand computer	7,331	65.4%	98
HH purchased most recent computer in a store	3,910	34.9%	94
HH purchased most recent computer online	2,329	20.8%	92
HH spent \$1-\$499 on most recent home computer	1,631	14.6%	94
HH spent \$500-\$999 on most recent home computer	1,837	16.4%	86
HH spent \$1,000-\$1,499 on most recent home computer	1,325	11.8%	99
HH spent \$1,500-\$1,999 on most recent home computer	517	4.6%	88
HH spent \$2,000+ on most recent home computer	558	5.0%	105

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	14,372	63.2%	101
Bought brewed coffee at convenience store in last 30 days	2,754	12.1%	97
Bought cigarettes at convenience store in last 30 days	1,376	6.0%	84
Bought gas at convenience store in last 30 days	8,393	36.9%	98
Spent at convenience store in last 30 days: \$1-19	1,481	6.5%	86
Spent at convenience store in last 30 days: \$20-\$39	2,350	10.3%	101
Spent at convenience store in last 30 days: \$40-\$50	1,782	7.8%	92
Spent at convenience store in last 30 days: \$51-\$99	1,359	6.0%	99
Spent at convenience store in last 30 days: \$100+	4,602	20.2%	99
Entertainment (Adults)			
Attended a movie in last 6 months	10,831	47.6%	99
Went to live theater in last 12 months	2,072	9.1%	90
Went to a bar/night club in last 12 months	3,403	15.0%	88
Dined out in last 12 months	10,636	46.8%	92
Gambled at a casino in last 12 months	2,396	10.5%	92
Visited a theme park in last 12 months	3,323	14.6%	102
Viewed movie (video-on-demand) in last 30 days	2,588	11.4%	88
Viewed TV show (video-on-demand) in last 30 days	1,591	7.0%	83
Watched any pay-per-view TV in last 12 months	1,441	6.3%	99
Downloaded a movie over the Internet in last 30 days	1,453	6.4%	84
Downloaded any individual song in last 6 months	4,180	18.4%	94
Used internet to watch a movie online in the last 30 days	7,844	34.5%	101
Used internet to watch a TV program online in last 30 days	4,399	19.3%	88
Played a video/electronic game (console) in last 12 months	2,635	11.6%	99
Played a video/electronic game (portable) in last 12 months	1,427	6.3%	105
Financial (Adults)			
Have home mortgage (1st)	7,457	32.8%	91
Used ATM/cash machine in last 12 months	13,574	59.7%	99
Own any stock	2,293	10.1%	84
Own U.S. savings bond	1,246	5.5%	89
Own shares in mutual fund (stock)	2,215	9.7%	87
Own shares in mutual fund (bonds)	1,392	6.1%	87
Have interest checking account	6,960	30.6%	87
Have non-interest checking account	8,283	36.4%	103
Have savings account	14,464	63.6%	93
Have 401K retirement savings plan	4,395	19.3%	89
Own/used any credit/debit card in last 12 months	19,748	86.8%	98
Avg monthly credit card expenditures: \$1-110	2,602	11.4%	96
Avg monthly credit card expenditures: \$111-\$225	1,899	8.3%	106
Avg monthly credit card expenditures: \$226-\$450	1,971	8.7%	98
Avg monthly credit card expenditures: \$451-\$700	1,906	8.4%	104
Avg monthly credit card expenditures: \$701-\$1,000	1,492	6.6%	87
Avg monthly credit card expenditures: \$1001-2000	1,877	8.3%	83
Avg monthly credit card expenditures: \$2001+	1,812	8.0%	90
Did banking online in last 12 months	11,137	49.0%	92
Did banking on mobile device in last 12 months	9,017	39.6%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	10,685	95.4%	101
HH used chicken (fresh or frozen) in last 6 months	7,814	69.7%	102
HH used turkey (fresh or frozen) in last 6 months	1,399	12.5%	86
HH used fish/seafood (fresh or frozen) in last 6 months	7,070	63.1%	108
HH used fresh fruit/vegetables in last 6 months	9,895	88.3%	101
HH used fresh milk in last 6 months	9,528	85.0%	102
HH used organic food in last 6 months	2,798	25.0%	100
Health (Adults)			
Exercise at home 2+ times per week	9,204	40.5%	100
Exercise at club 2+ times per week	2,821	12.4%	90
Visited a doctor in last 12 months	17,377	76.4%	96
Used vitamin/dietary supplement in last 6 months	14,136	62.1%	102
Home (Households)			
HH did any home improvement in last 12 months	3,800	33.9%	99
HH used any maid/professional cleaning service in last 12 months	2,232	19.9%	97
HH purchased low ticket HH furnishings in last 12 months	2,076	18.5%	86
HH purchased big ticket HH furnishings in last 12 months	2,952	26.3%	101
HH bought any small kitchen appliance in last 12 months	2,822	25.2%	99
HH bought any large kitchen appliance in last 12 months	1,655	14.8%	95
Insurance (Adults/Households)			
Currently carry life insurance	9,856	43.3%	90
Carry medical/hospital/accident insurance	17,290	76.0%	94
Carry homeowner/personal property insurance	12,131	53.3%	94
Carry renter's insurance	2,049	9.0%	85
HH has auto insurance: 1 vehicle in household covered	3,238	28.9%	98
HH has auto insurance: 2 vehicles in household covered	3,575	31.9%	103
HH has auto insurance: 3+ vehicles in household covered	2,710	24.2%	97
Pets (Households)			
Household owns any pet	5,744	51.3%	98
Household owns any cat	2,326	20.8%	90
Household owns any dog	4,387	39.1%	99
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	7,731	34.0%	96
Buy based on quality not price	4,025	17.7%	103
Buy on credit rather than wait	3,158	13.9%	105
Only use coupons brands: usually buy	3,110	13.7%	100
Will pay more for environmentally safe products	3,228	14.2%	104
Buy based on price not brands	6,279	27.6%	96
Am interested in how to help the environment	5,042	22.2%	108
Reading (Adults)			
Bought digital book in last 12 months	3,240	14.2%	82
Bought hardcover book in last 12 months	4,867	21.4%	88
Bought paperback book in last 12 month	6,368	28.0%	90
Read any daily newspaper (paper version)	3,685	16.2%	105
Read any digital newspaper in last 30 days	10,361	45.5%	92
Read any magazine (paper/electronic version) in last 6 months	19,582	86.1%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,661	64.4%	96
Went to family restaurant/steak house: 4+ times a month	4,357	19.2%	92
Went to fast food/drive-in restaurant in last 6 months	20,215	88.9%	98
Went to fast food/drive-in restaurant 9+ times/month	8,643	38.0%	100
Fast food restaurant last 6 months: eat in	4,960	21.8%	96
Fast food restaurant last 6 months: home delivery	2,532	11.1%	96
Fast food restaurant last 6 months: take-out/drive-thru	12,242	53.8%	96
Fast food restaurant last 6 months: take-out/walk-in	4,483	19.7%	92
Television & Electronics (Adults/Households)			
Own any tablet	12,658	55.6%	99
Own any e-reader	2,576	11.3%	93
Own e-reader/tablet: iPad	7,786	34.2%	99
HH has Internet connectable TV	4,479	40.0%	94
Own any portable MP3 player	2,836	12.5%	91
HH owns 1 TV	2,177	19.4%	99
HH owns 2 TVs	2,928	26.1%	95
HH owns 3 TVs	2,457	21.9%	99
HH owns 4+ TVs	2,297	20.5%	99
HH subscribes to cable TV	4,202	37.5%	101
HH subscribes to fiber optic	675	6.0%	111
HH owns portable GPS navigation device	2,071	18.5%	90
HH purchased video game system in last 12 months	819	7.3%	94
HH owns any Internet video device for TV	4,867	43.4%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	10,945	48.1%	90
Took 3+ domestic non-business trips in last 12 months	2,586	11.4%	90
Spent on domestic vacations in last 12 months: \$1-999	2,366	10.4%	83
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,433	6.3%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	829	3.6%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	796	3.5%	93
Spent on domestic vacations in last 12 months: \$3,000+	1,454	6.4%	100
Domestic travel in last 12 months: used general travel website	1,263	5.6%	93
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,801	34.3%	103
Took 3+ foreign trips by plane in last 3 years	1,740	7.6%	96
Spent on foreign vacations in last 12 months: \$1-999	1,554	6.8%	94
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,252	5.5%	143
Spent on foreign vacations in last 12 months: \$3,000+	1,414	6.2%	103
Foreign travel in last 3 years: used general travel website	1,284	5.6%	87
Nights spent in hotel/motel in last 12 months: any	9,096	40.0%	88
Took cruise of more than one day in last 3 years	2,210	9.7%	90
Member of any frequent flyer program	5,119	22.5%	91
Member of any hotel rewards program	5,607	24.6%	95

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Retail Market Potential

2408 N Big Spring St, Midland, Texas, 79705
Ring: 3 mile radius

Dub House, MAI, CCIM
Latitude: 32.02234
Longitude: -102.08063

Demographic Summary		2022	2027
Population		64,629	68,056
Population 18+		48,105	50,612
Households		23,375	24,470
Median Household Income		\$84,266	\$101,559

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	26,388	54.9%	100
Bought any women's clothing in last 12 months	23,633	49.1%	101
Bought any shoes in last 12 months	34,457	71.6%	99
Bought any fine jewelry in last 12 months	8,999	18.7%	98
Bought a watch in last 12 months	7,284	15.1%	106
Automobiles (Households)			
HH owns/leases any vehicle	20,978	89.7%	100
HH bought/leased new vehicle last 12 months	2,194	9.4%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	42,738	88.8%	100
Bought/changed motor oil in last 12 months	23,668	49.2%	103
Had tune-up in last 12 months	11,453	23.8%	97
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	20,182	42.0%	107
Drank beer/ale in last 6 months	19,602	40.7%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,172	8.7%	89
Own digital SLR camera/camcorder	4,279	8.9%	91
Printed digital photos in last 12 months	12,248	25.5%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,861	33.0%	101
Have a smartphone	43,911	91.3%	99
Have a smartphone: Android phone (any brand)	20,026	41.6%	104
Have a smartphone: Apple iPhone	24,217	50.3%	96
Number of cell phones in household: 1	7,001	30.0%	98
Number of cell phones in household: 2	8,696	37.2%	97
Number of cell phones in household: 3+	7,196	30.8%	106
HH has cell phone only (no landline telephone)	15,522	66.4%	99
Computers (Households)			
HH owns a computer	18,512	79.2%	97
HH owns desktop computer	8,556	36.6%	97
HH owns laptop/notebook	14,965	64.0%	98
HH owns any Apple/Mac brand computer	4,963	21.2%	95
HH owns any PC/non-Apple brand computer	15,164	64.9%	97
HH purchased most recent computer in a store	8,238	35.2%	95
HH purchased most recent computer online	4,906	21.0%	93
HH spent \$1-\$499 on most recent home computer	3,497	15.0%	96
HH spent \$500-\$999 on most recent home computer	4,034	17.3%	91
HH spent \$1,000-\$1,499 on most recent home computer	2,661	11.4%	95
HH spent \$1,500-\$1,999 on most recent home computer	1,093	4.7%	89
HH spent \$2,000+ on most recent home computer	1,079	4.6%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	30,296	63.0%	100
Bought brewed coffee at convenience store in last 30 days	5,809	12.1%	97
Bought cigarettes at convenience store in last 30 days	3,169	6.6%	92
Bought gas at convenience store in last 30 days	18,354	38.2%	101
Spent at convenience store in last 30 days: \$1-19	3,222	6.7%	88
Spent at convenience store in last 30 days: \$20-\$39	4,823	10.0%	98
Spent at convenience store in last 30 days: \$40-\$50	3,846	8.0%	94
Spent at convenience store in last 30 days: \$51-\$99	2,949	6.1%	102
Spent at convenience store in last 30 days: \$100+	9,987	20.8%	102
Entertainment (Adults)			
Attended a movie in last 6 months	22,740	47.3%	99
Went to live theater in last 12 months	4,394	9.1%	91
Went to a bar/night club in last 12 months	7,366	15.3%	90
Dined out in last 12 months	23,119	48.1%	95
Gambled at a casino in last 12 months	5,080	10.6%	93
Visited a theme park in last 12 months	6,781	14.1%	98
Viewed movie (video-on-demand) in last 30 days	5,529	11.5%	89
Viewed TV show (video-on-demand) in last 30 days	3,445	7.2%	85
Watched any pay-per-view TV in last 12 months	2,915	6.1%	94
Downloaded a movie over the Internet in last 30 days	3,334	6.9%	91
Downloaded any individual song in last 6 months	9,021	18.8%	95
Used internet to watch a movie online in the last 30 days	16,224	33.7%	99
Used internet to watch a TV program online in last 30 days	9,787	20.3%	93
Played a video/electronic game (console) in last 12 months	5,586	11.6%	99
Played a video/electronic game (portable) in last 12 months	2,889	6.0%	101
Financial (Adults)			
Have home mortgage (1st)	16,341	34.0%	94
Used ATM/cash machine in last 12 months	28,557	59.4%	99
Own any stock	5,126	10.7%	89
Own U.S. savings bond	2,749	5.7%	93
Own shares in mutual fund (stock)	4,846	10.1%	90
Own shares in mutual fund (bonds)	3,052	6.3%	90
Have interest checking account	15,356	31.9%	90
Have non-interest checking account	17,181	35.7%	101
Have savings account	31,157	64.8%	94
Have 401K retirement savings plan	9,608	20.0%	92
Own/used any credit/debit card in last 12 months	42,009	87.3%	98
Avg monthly credit card expenditures: \$1-110	5,567	11.6%	97
Avg monthly credit card expenditures: \$111-\$225	3,846	8.0%	101
Avg monthly credit card expenditures: \$226-\$450	4,127	8.6%	97
Avg monthly credit card expenditures: \$451-\$700	3,957	8.2%	102
Avg monthly credit card expenditures: \$701-\$1,000	3,196	6.6%	89
Avg monthly credit card expenditures: \$1001-2000	4,153	8.6%	87
Avg monthly credit card expenditures: \$2001+	3,916	8.1%	92
Did banking online in last 12 months	23,849	49.6%	93
Did banking on mobile device in last 12 months	18,993	39.5%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	22,239	95.1%	101
HH used chicken (fresh or frozen) in last 6 months	16,208	69.3%	101
HH used turkey (fresh or frozen) in last 6 months	3,052	13.1%	90
HH used fish/seafood (fresh or frozen) in last 6 months	14,339	61.3%	105
HH used fresh fruit/vegetables in last 6 months	20,555	87.9%	100
HH used fresh milk in last 6 months	19,669	84.1%	101
HH used organic food in last 6 months	5,708	24.4%	98
Health (Adults)			
Exercise at home 2+ times per week	19,359	40.2%	99
Exercise at club 2+ times per week	6,093	12.7%	92
Visited a doctor in last 12 months	37,128	77.2%	97
Used vitamin/dietary supplement in last 6 months	29,557	61.4%	101
Home (Households)			
HH did any home improvement in last 12 months	7,942	34.0%	99
HH used any maid/professional cleaning service in last 12 months	4,694	20.1%	98
HH purchased low ticket HH furnishings in last 12 months	4,577	19.6%	91
HH purchased big ticket HH furnishings in last 12 months	6,113	26.2%	100
HH bought any small kitchen appliance in last 12 months	5,957	25.5%	100
HH bought any large kitchen appliance in last 12 months	3,580	15.3%	98
Insurance (Adults/Households)			
Currently carry life insurance	21,726	45.2%	93
Carry medical/hospital/accident insurance	37,144	77.2%	95
Carry homeowner/personal property insurance	26,419	54.9%	97
Carry renter's insurance	4,606	9.6%	90
HH has auto insurance: 1 vehicle in household covered	7,000	29.9%	102
HH has auto insurance: 2 vehicles in household covered	7,370	31.5%	102
HH has auto insurance: 3+ vehicles in household covered	5,607	24.0%	96
Pets (Households)			
Household owns any pet	12,132	51.9%	99
Household owns any cat	5,052	21.6%	94
Household owns any dog	9,271	39.7%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	16,725	34.8%	98
Buy based on quality not price	8,279	17.2%	100
Buy on credit rather than wait	6,575	13.7%	103
Only use coupons brands: usually buy	6,519	13.6%	99
Will pay more for environmentally safe products	6,798	14.1%	103
Buy based on price not brands	13,690	28.5%	99
Am interested in how to help the environment	10,476	21.8%	106
Reading (Adults)			
Bought digital book in last 12 months	7,190	14.9%	86
Bought hardcover book in last 12 months	10,806	22.5%	92
Bought paperback book in last 12 month	13,772	28.6%	92
Read any daily newspaper (paper version)	7,568	15.7%	102
Read any digital newspaper in last 30 days	22,344	46.4%	94
Read any magazine (paper/electronic version) in last 6 months	41,626	86.5%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	31,553	65.6%	98
Went to family restaurant/steak house: 4+ times a month	9,612	20.0%	96
Went to fast food/drive-in restaurant in last 6 months	43,105	89.6%	99
Went to fast food/drive-in restaurant 9+ times/month	18,453	38.4%	101
Fast food restaurant last 6 months: eat in	10,786	22.4%	99
Fast food restaurant last 6 months: home delivery	5,469	11.4%	98
Fast food restaurant last 6 months: take-out/drive-thru	26,485	55.1%	98
Fast food restaurant last 6 months: take-out/walk-in	9,278	19.3%	91
Television & Electronics (Adults/Households)			
Own any tablet	26,574	55.2%	98
Own any e-reader	5,460	11.4%	93
Own e-reader/tablet: iPad	16,151	33.6%	97
HH has Internet connectable TV	9,368	40.1%	94
Own any portable MP3 player	6,013	12.5%	91
HH owns 1 TV	4,722	20.2%	103
HH owns 2 TVs	6,174	26.4%	96
HH owns 3 TVs	5,145	22.0%	100
HH owns 4+ TVs	4,673	20.0%	96
HH subscribes to cable TV	8,590	36.7%	99
HH subscribes to fiber optic	1,257	5.4%	99
HH owns portable GPS navigation device	4,450	19.0%	93
HH purchased video game system in last 12 months	1,619	6.9%	89
HH owns any Internet video device for TV	10,058	43.0%	95
Travel (Adults)			
Took domestic trip in continental US last 12 months	23,795	49.5%	93
Took 3+ domestic non-business trips in last 12 months	5,576	11.6%	92
Spent on domestic vacations in last 12 months: \$1-999	5,343	11.1%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,955	6.1%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,715	3.6%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,710	3.6%	94
Spent on domestic vacations in last 12 months: \$3,000+	3,016	6.3%	98
Domestic travel in last 12 months: used general travel website	2,679	5.6%	94
Took foreign trip (including Alaska and Hawaii) in last 3 years	15,817	32.9%	99
Took 3+ foreign trips by plane in last 3 years	3,455	7.2%	91
Spent on foreign vacations in last 12 months: \$1-999	3,183	6.6%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,218	4.6%	120
Spent on foreign vacations in last 12 months: \$3,000+	2,879	6.0%	99
Foreign travel in last 3 years: used general travel website	2,738	5.7%	87
Nights spent in hotel/motel in last 12 months: any	19,927	41.4%	91
Took cruise of more than one day in last 3 years	4,644	9.7%	89
Member of any frequent flyer program	10,881	22.6%	91
Member of any hotel rewards program	11,852	24.6%	95

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