

3115 W Loop 250 N, Midland, Texas, 79705 Ring: 1 mile radius

Dub House, MAI, CCIM

Latitude: 32.03332 Longitude: -102.12660

Demographic Summary	2022	2027
Population	11,799	12,381
Population 18+	9,301	9,737
Households	4,776	4,985
Median Household Income	\$102,992	\$111,874

Purchash (Company polyanian	Expected Number of	Percent of Adults/HHs	MPI
Product/Consumer Behavior Apparel (Adults)	Adults or HHs	Adults/ HHS	MPI
Bought any men's clothing in last 12 months	5,005	53.8%	98
Bought any men's clothing in last 12 months  Bought any women's clothing in last 12 months	4,448	47.8%	98
Bought any women's clothing in last 12 months  Bought any shoes in last 12 months	6,626	71.2%	99
bought any shoes in last 12 months	0,020	71.270	99
Bought any fine jewelry in last 12 months	1,718	18.5%	96
Bought a watch in last 12 months	1,341	14.4%	101
Automobiles (Households)			
HH owns/leases any vehicle	4,311	90.3%	101
HH bought/leased new vehicle last 12 months	437	9.1%	95
Automotive Afternoonlest (Adulte)			
Automotive Aftermarket (Adults)	0.202	00.10/	100
Bought gasoline in last 6 months	8,382	90.1%	102
Bought/changed motor oil in last 12 months	4,506	48.4%	101
Had tune-up in last 12 months	2,256	24.3%	99
Beverages (Adults)			
Deal and Fall Care la Valent Consults	2.272	26.20/	0.2
Drank non-diet (regular)in last 6 months	3,373	36.3%	92
Drank beer/ale in last 6 months	3,876	41.7%	102
Cameras (Adults)			
Own digital point & shoot camera/camcorder	944	10.1%	104
Own digital SLR camera/camcorder	1,016	10.9%	112
Printed digital photos in last 12 months	2,440	26.2%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,940	31.6%	97
Have a smartphone	8,642	92.9%	101
Have a smartphone: Android phone (any brand)	3,414	36.7%	92
Have a smartphone: Apple iPhone	5,242	56.4%	107
Number of cell phones in household: 1	1,748	36.6%	119
Number of cell phones in household: 2	1,850	38.7%	101
Number of cell phones in household: 3+	1,083	22.7%	78
HH has cell phone only (no landline telephone)	3,272	68.5%	102
Computers (Households)			
HH owns a computer	4,049	84.8%	104
HH owns desktop computer	1,782	37.3%	98
HH owns laptop/notebook	3,323	69.6%	106
HH owns any Apple/Mac brand computer	1,172	24.5%	110
HH owns any PC/non-Apple brand computer	3,238	67.8%	102
HH purchased most recent computer in a store	1,886	39.5%	107
HH purchased most recent computer online	1,086	22.7%	101
HH spent \$1-\$499 on most recent home computer	785	16.4%	106
HH spent \$500-\$999 on most recent home computer	963	20.2%	106
HH spent \$1,000-\$1,499 on most recent home computer	586	12.3%	102
HH spent \$1,500-\$1,999 on most recent home computer			
	294	6.2%	117

**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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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	M
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	5,731	61.6%	
Bought brewed coffee at convenience store in last 30 days	1,107	11.9%	
Bought cigarettes at convenience store in last 30 days	601	6.5%	
Bought gas at convenience store in last 30 days	3,471	37.3%	
Spent at convenience store in last 30 days: \$1-19	802	8.6%	1
Spent at convenience store in last 30 days: \$20-\$39	817	8.8%	
Spent at convenience store in last 30 days: \$40-\$50	821	8.8%	1
Spent at convenience store in last 30 days: \$51-\$99	527	5.7%	
Spent at convenience store in last 30 days: \$100+	1,842	19.8%	
Entertainment (Adults)			
Attended a movie in last 6 months	4,696	50.5%	
Went to live theater in last 12 months	1,130	12.1%	
Went to a bar/night club in last 12 months	1,753	18.8%	
Dined out in last 12 months	5,063	54.4%	
Gambled at a casino in last 12 months	1,163	12.5%	:
Visited a theme park in last 12 months	1,234	13.3%	
Viewed movie (video-on-demand) in last 30 days	1,406	15.1%	:
Viewed TV show (video-on-demand) in last 30 days	855	9.2%	
Watched any pay-per-view TV in last 12 months	537	5.8%	
Downloaded a movie over the Internet in last 30 days	801	8.6%	
Downloaded any individual song in last 6 months	1,965	21.1%	
Used internet to watch a movie online in the last 30 days	3,316	35.7%	
Used internet to watch a TV program online in last 30 days	2,361	25.4%	
Played a video/electronic game (console) in last 12 months	1,083	11.6%	
Played a video/electronic game (portable) in last 12 months	549	5.9%	
Financial (Adults)			
Have home mortgage (1st)	3,495	37.6%	
Used ATM/cash machine in last 12 months	5,689	61.2%	
Own any stock	1,260	13.5%	
Own U.S. savings bond	621	6.7%	
Own shares in mutual fund (stock)	1,191	12.8%	
Own shares in mutual fund (bonds)	776	8.3%	
Have interest checking account	3,572	38.4%	
Have non-interest checking account	3,302	35.5%	
Have savings account	6,582	70.8%	
Have 401K retirement savings plan	2,101	22.6%	
Own/used any credit/debit card in last 12 months	8,354	89.8%	
Avg monthly credit card expenditures: \$1-110	1,097	11.8%	
Avg monthly credit card expenditures: \$111-\$225	742	8.0%	
Avg monthly credit card expenditures: \$226-\$450	840	9.0%	
Avg monthly credit card expenditures: \$451-\$700	777	8.4%	
Avg monthly credit card expenditures: \$701-\$1,000	659	7.1%	
Avg monthly credit card expenditures: \$701-\$1,000  Avg monthly credit card expenditures: \$1001-2000	965	10.4%	
Avg monthly credit card expenditures: \$1001-2000  Avg monthly credit card expenditures: \$2001+	1,003	10.4%	
Did banking online in last 12 months	5,266	56.6%	
DIG DATIVITA ALLINGE ILLIASE TE HIGHERS	5,200	30.0%	

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©2023 Esri Page 2 of 12



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)	7144115, 11115	,	
, ,			
HH used bread in last 6 months	4,510	94.4%	100
HH used chicken (fresh or frozen) in last 6 months	3,176	66.5%	97
HH used turkey (fresh or frozen) in last 6 months	662	13.9%	96
HH used fish/seafood (fresh or frozen) in last 6 months	2,731	57.2%	98
HH used fresh fruit/vegetables in last 6 months	4,193	87.8%	100
HH used fresh milk in last 6 months	3,852	80.7%	97
HH used organic food in last 6 months	1,237	25.9%	104
Health (Adults)			
Exercise at home 2+ times per week	3,879	41.7%	103
Exercise at club 2+ times per week	1,497	16.1%	117
Visited a doctor in last 12 months	7,563	81.3%	102
Used vitamin/dietary supplement in last 6 months	5,838	62.8%	103
Homo (Householde)			
Home (Households)  HH did any home improvement in last 12 months	1,530	32.0%	94
HH used any maid/professional cleaning service in last 12 months	1,058	22.2%	108
HH purchased low ticket HH furnishings in last 12 months	1,033	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	1,293	27.1%	104
HH bought any small kitchen appliance in last 12 months	1,230	25.8%	101
<u> </u>			92
HH bought any large kitchen appliance in last 12 months	686	14.4%	92
Insurance (Adults/Households)			
Currently carry life insurance	4,656	50.1%	104
Carry medical/hospital/accident insurance	7,699	82.8%	102
Carry homeowner/personal property insurance	5,390	58.0%	102
Carry renter's insurance	1,252	13.5%	126
HH has auto insurance: 1 vehicle in household covered	1,560	32.7%	111
HH has auto insurance: 2 vehicles in household covered	1,515	31.7%	102
HH has auto insurance: 3+ vehicles in household covered	1,044	21.9%	88
Pets (Households)			
Household owns any pet	2,311	48.4%	92
Household owns any cat	958	20.1%	87
Household owns any dog	1,651	34.6%	87
De alección de la Contractorio			
Psychographics (Adults)  Represents adults who "completely agree" with the statement:			
Buying American is important	3,140	33.8%	95
Buy based on quality not price	1,586	17.1%	99
Buy on credit rather than wait	1,259	13.5%	102
Only use coupons brands: usually buy	1,216	13.1%	96
Will pay more for environmentally safe products	1,248	13.4%	98
Buy based on price not brands	2,652	28.5%	99
Am interested in how to help the environment	1,963	21.1%	103
Reading (Adults)			
Bought digital book in last 12 months	1,677	18.0%	104
Bought hardcover book in last 12 months	2,404	25.8%	106
Bought paperback book in last 12 month	3,000	32.3%	103
DOUGHL DADELDACK DOOK III JASE 12 HIGHEII	2,000		_00
	1 458	15 7%	102
Read any daily newspaper (paper version) Read any digital newspaper in last 30 days	1,458 5,122	15.7% 55.1%	102 111

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©2023 Esri Page 3 of 12



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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	6,337	68.1%	102
Went to family restaurant/steak house: 4+ times a month	2,041	21.9%	106
Went to fast food/drive-in restaurant in last 6 months	8,403	90.3%	100
Went to fast food/drive-in restaurant 9+ times/month	3,503	37.7%	100
Fast food restaurant last 6 months: eat in	2,138	23.0%	101
Fast food restaurant last 6 months: home delivery	1,107	11.9%	103
Fast food restaurant last 6 months: take-out/drive-thru	5,162	55.5%	99
Fast food restaurant last 6 months: take-out/walk-in	1,979	21.3%	100
Television & Electronics (Adults/Households)			
Own any tablet	5,444	58.5%	104
Own any e-reader	1,278	13.7%	112
Own e-reader/tablet: iPad	3,517	37.8%	109
HH has Internet connectable TV	1,999	41.9%	98
Own any portable MP3 player	1,249	13.4%	98
HH owns 1 TV	1,115	23.3%	119
HH owns 2 TVs	1,322	27.7%	101
HH owns 3 TVs	947	19.8%	90
HH owns 4+ TVs	920	19.3%	93
HH subscribes to cable TV	1,964	41.1%	111
HH subscribes to fiber optic	268	5.6%	104
HH owns portable GPS navigation device	927	19.4%	94
HH purchased video game system in last 12 months	314	6.6%	85
HH owns any Internet video device for TV	2,153	45.1%	99
Fravel (Adults)			
Took domestic trip in continental US last 12 months	5,238	56.3%	106
Took 3+ domestic non-business trips in last 12 months	1,324	14.2%	113
Spent on domestic vacations in last 12 months: \$1-999	1,188	12.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	647	7.0%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	341	3.7%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	401	4.3%	115
Spent on domestic vacations in last 12 months: \$3,000+	668	7.2%	112
Domestic travel in last 12 months: used general travel website	594	6.4%	107
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,361	36.1%	109
Took 3+ foreign trips by plane in last 3 years	780	8.4%	106
Spent on foreign vacations in last 12 months: \$1-999	709	7.6%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	339	3.6%	9!
Spent on foreign vacations in last 12 months: \$3,000+	672	7.2%	120
Foreign travel in last 3 years: used general travel website	676	7.3%	11:
Nights spent in hotel/motel in last 12 months: any	4,508	48.5%	107
Took cruise of more than one day in last 3 years	1,032	11.1%	103
Took cruise of more than one day in last 3 years  Member of any frequent flyer program  Member of any hotel rewards program	1,032 2,685 2,715	11.1% 28.9% 29.2%	103 117 113

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Demographic Summary	2022	2027
Population	72,099	75,969
Population 18+	55,285	58,196
Households	28,239	29,584
Median Household Income	\$109,788	\$118,816

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	30,335	54.9%	100
Bought any women's clothing in last 12 months	27,333	49.4%	102
Bought any shoes in last 12 months	40,123	72.6%	101
Bought any fine jewelry in last 12 months	10,525	19.0%	99
Bought a watch in last 12 months	7,917	14.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	25,908	91.7%	102
HH bought/leased new vehicle last 12 months	•	10.7%	111
nn bought/leased flew vehicle last 12 months	3,025	10.7%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	50,443	91.2%	103
Bought/changed motor oil in last 12 months	26,100	47.2%	99
Had tune-up in last 12 months	13,884	25.1%	102
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	19,960	36.1%	92
Drank beer/ale in last 6 months	23,237	42.0%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,828	10.5%	108
Own digital SLR camera/camcorder	6,308	11.4%	117
Printed digital photos in last 12 months	15,301	27.7%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,711	32.0%	98
Have a smartphone	51,417	93.0%	101
Have a smartphone: Android phone (any brand)	19,904	36.0%	90
Have a smartphone: Apple iPhone	31,720	57.4%	109
Number of cell phones in household: 1	9,053	32.1%	105
Number of cell phones in household: 2	11,050	39.1%	102
Number of cell phones in household: 3+	7,617	27.0%	93
HH has cell phone only (no landline telephone)	18,746	66.4%	99
Computers (Households)			
HH owns a computer	24,137	85.5%	105
HH owns desktop computer	11,152	39.5%	103
HH owns laptop/notebook	•	69.7%	104
HH owns any Apple/Mac brand computer	19,690 7,004		
, , , , , , , , , , , , , , , , , , , ,	•	24.8%	111 103
HH owns any PC/non-Apple brand computer HH purchased most recent computer in a store	19,456	68.9% 39.2%	103
HH purchased most recent computer in a store	11,065 6,720	23.8%	106
HH spent \$1-\$499 on most recent home computer	4,351	15.4%	99
HH spent \$500-\$999 on most recent home computer	5,809	20.6%	108
HH spent \$1,000-\$1,499 on most recent home computer	3,648	12.9%	108
			117
HH spent \$1,500-\$1,999 on most recent home computer HH spent \$2,000+ on most recent home computer	1,736 1,461	6.1% 5.2%	117
This spent \$2,000 to most recent nome computer	1,401	3.2%	110

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©2023 Esri Page 5 of 12



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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	M
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	34,008	61.5%	9
Bought brewed coffee at convenience store in last 30 days	6,502	11.8%	
Bought cigarettes at convenience store in last 30 days	3,419	6.2%	
Bought gas at convenience store in last 30 days	20,239	36.6%	
Spent at convenience store in last 30 days: \$1-19	4,451	8.1%	1
Spent at convenience store in last 30 days: \$20-\$39	5,332	9.6%	
Spent at convenience store in last 30 days: \$40-\$50	4,733	8.6%	1
Spent at convenience store in last 30 days: \$51-\$99	3,193	5.8%	
Spent at convenience store in last 30 days: \$100+	10,514	19.0%	
Entertainment (Adults)			
Attended a movie in last 6 months	27,603	49.9%	1
Went to live theater in last 12 months	6,657	12.0%	1
Went to a bar/night club in last 12 months	10,039	18.2%	1
Dined out in last 12 months	30,114	54.5%	1
Gambled at a casino in last 12 months	6,515	11.8%	1
Visited a theme park in last 12 months	7,722	14.0%	
Viewed movie (video-on-demand) in last 30 days	8,554	15.5%	1
Viewed TV show (video-on-demand) in last 30 days	5,481	9.9%	1
Watched any pay-per-view TV in last 12 months	3,779	6.8%	1
Downloaded a movie over the Internet in last 30 days	4,663	8.4%	1
Downloaded any individual song in last 6 months	11,345	20.5%	1
Used internet to watch a movie online in the last 30 days	19,386	35.1%	1
Used internet to watch a TV program online in last 30 days	13,299	24.1%	1
Played a video/electronic game (console) in last 12 months	6,445	11.7%	
Played a video/electronic game (portable) in last 12 months	3,296	6.0%	1
Financial (Adults)			
Have home mortgage (1st)	21,799	39.4%	
Used ATM/cash machine in last 12 months	34,195	61.9%	-
Own any stock	7,970	14.4%	-
Own U.S. savings bond	3,874	7.0%	-
Own shares in mutual fund (stock)	7,616	13.8%	
Own shares in mutual fund (bonds)	4,768	8.6%	-
Have interest checking account	21,787	39.4%	-
Have non-interest checking account	19,678	35.6%	1
Have savings account	39,594	71.6%	-
Have 401K retirement savings plan		24.3%	-
<b>5</b> .	13,452 50,127	90.7%	
Own/used any credit/debit card in last 12 months  Avg monthly credit card expenditures: \$1-110			1
3 ,	6,351	11.5%	
Avg monthly credit card expenditures: \$111-\$225	4,309	7.8%	
Avg monthly credit card expenditures: \$226-\$450	4,922	8.9%	1
Avg monthly credit card expenditures: \$451-\$700	4,628	8.4%	1
Avg monthly credit card expenditures: \$701-\$1,000	4,390	7.9%	1
Avg monthly credit card expenditures: \$1001-2000	6,234	11.3%	1
Avg monthly credit card expenditures: \$2001+	6,198	11.2%	1
Did banking online in last 12 months	31,614	57.2%	1
Did banking on mobile device in last 12 months	24,683	44.6%	

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©2023 Esri Page 6 of 12



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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	26,681	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	19,282	68.3%	99
HH used turkey (fresh or frozen) in last 6 months	4,057	14.4%	99
HH used fish/seafood (fresh or frozen) in last 6 months	16,637	58.9%	101
HH used fresh fruit/vegetables in last 6 months	25,026	88.6%	101
HH used fresh milk in last 6 months	23,260	82.4%	99
HH used organic food in last 6 months	7,528	26.7%	107
Health (Adults)			
Exercise at home 2+ times per week	23,887	43.2%	107
Exercise at club 2+ times per week	8,921	16.1%	118
Visited a doctor in last 12 months	45,074	81.5%	103
Used vitamin/dietary supplement in last 6 months	34,766	62.9%	104
Home (Households)  HH did any home improvement in last 12 months	9,795	34.7%	101
HH used any maid/professional cleaning service in last 12 months	6,625	23.5%	115
,	6,236	22.1%	102
HH purchased low ticket HH furnishings in last 12 months	•	27.3%	102
HH purchased big ticket HH furnishings in last 12 months	7,713		
HH bought any small kitchen appliance in last 12 months	7,194	25.5%	100 99
HH bought any large kitchen appliance in last 12 months	4,358	15.4%	99
Insurance (Adults/Households)			
Currently carry life insurance	28,282	51.2%	106
Carry medical/hospital/accident insurance	46,516	84.1%	104
Carry homeowner/personal property insurance	33,321	60.3%	107
Carry renter's insurance	6,452	11.7%	110
HH has auto insurance: 1 vehicle in household covered	8,587	30.4%	103
HH has auto insurance: 2 vehicles in household covered	9,191	32.5%	105
HH has auto insurance: 3+ vehicles in household covered	6,891	24.4%	98
Pets (Households)			
Household owns any pet	14,214	50.3%	96
Household owns any cat	5,921	21.0%	91
Household owns any dog	10,430	36.9%	93
mousehold officially dog	10,130	30.3 70	33
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	18,857	34.1%	96
Buy based on quality not price	9,503	17.2%	100
Buy on credit rather than wait	7,598	13.7%	104
Only use coupons brands: usually buy	7,497	13.6%	99
Will pay more for environmentally safe products	7,507	13.6%	99
Buy based on price not brands	15,603	28.2%	98
Am interested in how to help the environment	11,376	20.6%	101
Reading (Adults)			
Bought digital book in last 12 months	10,393	18.8%	108
Bought hardcover book in last 12 months	14,600	26.4%	108
Bought paperback book in last 12 month	18,386	33.3%	107
Read any daily newspaper (paper version)	8,671	15.7%	107
Read any digital newspaper in last 30 days	30,088	54.4%	110
Read any magazine (paper/electronic version) in last 6 months	50,103	90.6%	102
nead any magazine (paper/electronic version) in last o months	50,103	50.0%	102

**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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3115 W Loop 250 N, Midland, Texas, 79705 Ring: 3 mile radius

Dub House, MAI, CCIM Latitude: 32.03332 Longitude: -102.12660

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	37,803	68.4%	10
Went to family restaurant/steak house: 4+ times a month	11,825	21.4%	1
Went to fast food/drive-in restaurant in last 6 months	50,007	90.5%	1
Went to fast food/drive-in restaurant 9+ times/month	20,361	36.8%	
Fast food restaurant last 6 months: eat in	12,682	22.9%	1
Fast food restaurant last 6 months: home delivery	6,658	12.0%	1
Fast food restaurant last 6 months: take-out/drive-thru	31,182	56.4%	1
Fast food restaurant last 6 months: take-out/walk-in	12,119	21.9%	:
Television & Electronics (Adults/Households)			
Own any tablet	33,070	59.8%	1
Own any e-reader	8,098	14.6%	
Own e-reader/tablet: iPad	21,624	39.1%	
HH has Internet connectable TV	12,271	43.5%	:
Own any portable MP3 player	7,895	14.3%	:
HH owns 1 TV	5,810	20.6%	:
HH owns 2 TVs	7,854	27.8%	:
HH owns 3 TVs	5,966	21.1%	
HH owns 4+ TVs	5,896	20.9%	:
HH subscribes to cable TV	11,894	42.1%	;
HH subscribes to fiber optic	1,857	6.6%	
HH owns portable GPS navigation device	5,822	20.6%	
HH purchased video game system in last 12 months	1,959	6.9%	
HH owns any Internet video device for TV	13,345	47.3%	
Travel (Adults)			
Took domestic trip in continental US last 12 months	31,720	57.4%	
Took 3+ domestic non-business trips in last 12 months	7,882	14.3%	
Spent on domestic vacations in last 12 months: \$1-999	7,309	13.2%	
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,846	7.0%	
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,118	3.8%	:
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,422	4.4%	
Spent on domestic vacations in last 12 months: \$3,000+	4,341	7.9%	
Domestic travel in last 12 months: used general travel website	3,710	6.7%	:
Took foreign trip (including Alaska and Hawaii) in last 3 years	20,565	37.2%	:
Took 3+ foreign trips by plane in last 3 years	5,034	9.1%	:
Spent on foreign vacations in last 12 months: \$1-999	4,566	8.3%	
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,138	3.9%	
Spent on foreign vacations in last 12 months: \$3,000+	4,181	7.6%	:
Foreign travel in last 3 years: used general travel website	4,334	7.8%	:
Nights spent in hotel/motel in last 12 months: any	27,173	49.2%	:
Took cruise of more than one day in last 3 years	6,712	12.1%	:
Member of any frequent flyer program	16,687	30.2%	1

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3115 W Loop 250 N, Midland, Texas, 79705 Ring: 5 mile radius

Dub House, MAI, CCIM Latitude: 32.03332

Longitude: -102.12660

Demographic Summary	2022	2027
· ,		
Population	133,621	141,599
Population 18+	99,999	105,928
Households	48,580	51,152
Median Household Income	\$96,066	\$107,060

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	54,894	54.9%	100
Bought any women's clothing in last 12 months	49,393	49.4%	101
Bought any shoes in last 12 months	71,809	71.8%	99
Bought any fine jewelry in last 12 months	19,052	19.1%	99
Bought a watch in last 12 months	14,871	14.9%	104
Automobiles (Households)			
HH owns/leases any vehicle	44,154	90.9%	101
HH bought/leased new vehicle last 12 months	4,821	9.9%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	90,035	90.0%	102
Bought/changed motor oil in last 12 months	49,158	49.2%	103
Had tune-up in last 12 months	24,208	24.2%	99
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	40,658	40.7%	103
Drank beer/ale in last 6 months	40,391	40.4%	99
Didnik beer/die iii last o iiiontris	40,331	40.470	33
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,892	8.9%	91
Own digital SLR camera/camcorder	9,412	9.4%	96
Printed digital photos in last 12 months	25,553	25.6%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	33,340	33.3%	102
Have a smartphone	92,331	92.3%	100
Have a smartphone: Android phone (any brand)	40,769	40.8%	102
Have a smartphone: Apple iPhone	52,211	52.2%	99
Number of cell phones in household: 1	14,637	30.1%	98
Number of cell phones in household: 2	18,146	37.4%	97
Number of cell phones in household: 3+	14,894	30.7%	105
HH has cell phone only (no landline telephone)	33,068	68.1%	102
Computers (Households)			
HH owns a computer	39,055	80.4%	99
HH owns desktop computer	17,912	36.9%	97
HH owns laptop/notebook	31,846	65.6%	100
HH owns any Apple/Mac brand computer	10,628	21.9%	98
HH owns any PC/non-Apple brand computer	32,014	65.9%	99
HH purchased most recent computer in a store	17,652	36.3%	98
HH purchased most recent computer online	10,508	21.6%	96
HH spent \$1-\$499 on most recent home computer	7,464	15.4%	99
HH spent \$500-\$999 on most recent home computer	8,923	18.4%	97
HH spent \$1,000-\$1,499 on most recent home computer	5,542	11.4%	95
HH spent \$1,500-\$1,999 on most recent home computer	2,367	4.9%	93
HH spent \$2,000+ on most recent home computer	2,237	4.6%	98

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3115 W Loop 250 N, Midland, Texas, 79705 Ring: 5 mile radius

Dub House, MAI, CCIM Latitude: 32.03332 Longitude: -102.12660

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	62,845	62.8%	100
Bought brewed coffee at convenience store in last 30 days	11,986	12.0%	97
Bought cigarettes at convenience store in last 30 days	6,989	7.0%	98
Bought gas at convenience store in last 30 days	38,244	38.2%	101
Spent at convenience store in last 30 days: \$1-19	7,141	7.1%	94
Spent at convenience store in last 30 days: \$20-\$39	9,810	9.8%	96
Spent at convenience store in last 30 days: \$40-\$50	8,528	8.5%	100
Spent at convenience store in last 30 days: \$51-\$99	6,161	6.2%	102
Spent at convenience store in last 30 days: \$100+	20,665	20.7%	101
Intertainment (Adults)			
Attended a movie in last 6 months	47,866	47.9%	100
Went to live theater in last 12 months	9,558	9.6%	95
Went to a bar/night club in last 12 months	16,156	16.2%	95
Dined out in last 12 months	49,507	49.5%	98
Gambled at a casino in last 12 months	10,532	10.5%	92
Visited a theme park in last 12 months	14,221	14.2%	99
Viewed movie (video-on-demand) in last 30 days	12,560	12.6%	97
Viewed TV show (video-on-demand) in last 30 days	8,067	8.1%	95
Watched any pay-per-view TV in last 12 months	6,188	6.2%	96
Downloaded a movie over the Internet in last 30 days	7,504	7.5%	98
Downloaded any individual song in last 6 months	19,391	19.4%	99
Used internet to watch a movie online in the last 30 days	34,743	34.7%	102
Used internet to watch a TV program online in last 30 days	21,733	21.7%	99
Played a video/electronic game (console) in last 12 months	11,903	11.9%	101
Played a video/electronic game (portable) in last 12 months	5,895	5.9%	99
inancial (Adults)			
Have home mortgage (1st)	35,830	35.8%	99
Used ATM/cash machine in last 12 months	59,821	59.8%	99
Own any stock	11,416	11.4%	95
Own U.S. savings bond	5,740	5.7%	93
Own shares in mutual fund (stock)	10,609	10.6%	95
Own shares in mutual fund (bonds)	6,800	6.8%	97
Have interest checking account	33,548	33.5%	95
Have non-interest checking account	35,322	35.3%	100
Have savings account	66,996	67.0%	98
Have 401K retirement savings plan	21,388	21.4%	98
Own/used any credit/debit card in last 12 months	88,048	88.0%	99
Avg monthly credit card expenditures: \$1-110	11,609	11.6%	97
Avg monthly credit card expenditures: \$111-\$225	7,750	7.8%	98
Avg monthly credit card expenditures: \$226-\$450	8,502	8.5%	97
Avg monthly credit card expenditures: \$451-\$700	8,216	8.2%	102
Avg monthly credit card expenditures: \$701-\$1,000	6,927	6.9%	92
Avg monthly credit card expenditures: \$1001-2000	9,415	9.4%	94
Avg monthly credit card expenditures: \$2001+	8,700	8.7%	98
Did banking online in last 12 months	51,980	52.0%	98
Did banking on mobile device in last 12 months	41,372	41.4%	99

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3115 W Loop 250 N, Midland, Texas, 79705 Ring: 5 mile radius

Dub House, MAI, CCIM Latitude: 32.03332 Longitude: -102.12660

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MI
Grocery (Adults)			
HH used bread in last 6 months	46,125	94.9%	10
HH used chicken (fresh or frozen) in last 6 months	33,633	69.2%	10
HH used turkey (fresh or frozen) in last 6 months	6,532	13.4%	g
HH used fish/seafood (fresh or frozen) in last 6 months	29,119	59.9%	10
HH used fresh fruit/vegetables in last 6 months	42,630	87.8%	10
HH used fresh milk in last 6 months	40,665	83.7%	10
HH used organic food in last 6 months	11,970	24.6%	
Health (Adults)			
Exercise at home 2+ times per week	40,274	40.3%	
Exercise at club 2+ times per week	13,694	13.7%	1
Visited a doctor in last 12 months	77,908	77.9%	
Used vitamin/dietary supplement in last 6 months	60,849	60.8%	1
Home (Households)			
HH did any home improvement in last 12 months	16,346	33.6%	
HH used any maid/professional cleaning service in last 12 months	9,976	20.5%	1
HH purchased low ticket HH furnishings in last 12 months	10,164	20.9%	
HH purchased big ticket HH furnishings in last 12 months	12,943	26.6%	1
HH bought any small kitchen appliance in last 12 months	12,506	25.7%	1
HH bought any large kitchen appliance in last 12 months	7,601	15.6%	1
Incurance (Adults / Households)			
Insurance (Adults/Households) Currently carry life insurance	47,101	47.1%	
Carry medical/hospital/accident insurance	78,916	78.9%	
Carry homeowner/personal property insurance	55,822	55.8%	
Carry renter's insurance	10,443	10.4%	
HH has auto insurance: 1 vehicle in household covered	14,492	29.8%	1
HH has auto insurance: 2 vehicles in household covered	15,528	32.0%	1
HH has auto insurance: 3+ vehicles in household covered	11,921	24.5%	
Date (Hausahalda)			
Pets (Households)	2E 412	52.3%	1
Household owns any pet	25,412		1
Household owns any cat	10,368	21.3%	
Household owns any dog	19,484	40.1%	1
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:  Buying American is important	34,094	34.1%	
Buy based on quality not price	17,090	17.1%	
Buy on credit rather than wait	•	13.7%	1
Only use coupons brands: usually buy	13,676	13.5%	
, , , , , , , , , , , , , , , , , , , ,	13,476		1
Will pay more for environmentally safe products	13,746	13.7%	1
Buy based on price not brands	29,096	29.1%	1
Am interested in how to help the environment	21,125	21.1%	1
Reading (Adults)			
Bought digital book in last 12 months	16,364	16.4%	
Bought hardcover book in last 12 months	23,425	23.4%	
Bought paperback book in last 12 month	29,745	29.7%	
Read any daily newspaper (paper version)	14,040	14.0%	
Read any digital newspaper in last 30 days	48,429	48.4%	
Read any magazine (paper/electronic version) in last 6 months	87,560	87.6%	

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©2023 Esri Page 11 of 12



3115 W Loop 250 N, Midland, Texas, 79705 Ring: 5 mile radius

Dub House, MAI, CCIM Latitude: 32.03332 Longitude: -102.12660

Went to family restaurant/steak house in last 6 months	Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Went to family restaurant/steak house: 4+ times a month         20,839         20,8%         1           Went to family restaurant/steak house: 4+ times a month         20,839         20,8%         1           Went to fast food/drive-in restaurant in last 6 months         90,435         90,4%         1           Went to fast food/drive-in restaurant 19+ times/month         38,529         38,5%         1           Fast food restaurant last 6 months: tombths: take-out/drive-thru         56,549         56,524         56,524           Fast food restaurant last 6 months: take-out/walk-in         19,875         19,9%           Television & Electronics (Adults/Households)           Cown any tablet         56,521         56,5%         1           Own any tablet         56,521         56,5%         1           Own any e-reader         11,966         12,0%         1           Own any portable MP3 player         12,935         12,9%         1           HH owns 1 TV         9,881         20,3%         1           HH owns 2 TVs         13,028         26,8%         1           HH owns 3 TVs         10,463         21,5%         1           HH owns 3 TVs         18,078         37,296         1           HH owns a 4-TVs	•	Adults of fins	Auuits/ nns	MPI
Went to family restaurant/steak house: 4+ times a month         20,839         20,8%         1           Went to fast food/drive-in restaurant in last 6 months         90,435         90,44%         1           Went to fast food/drive-in restaurant 19+ times/month         38,529         38,5%         1           Fast food restaurant last 6 months: food months: food months: take-out/drive-thru         56,249         56,2%         3           Fast food restaurant last 6 months: take-out/walk-in         19,875         19,9%           Television & Electronics (Adults/Households)           Television & Electronics (Adults/Households)           Own ary tablet         56,521         56,5%         1           Own ary ereader         11,966         12,0%         1           Own ary ereader Padet: Pad         34,689         34,7%         1           HH has Internet connectable TV         20,104         41,4%         1           Own any portable MP3 player         12,935         12,9%         1           HH owns 1 TV         9,881         20,3%         1           HH owns 2 TVs         13,028         26,8%         1           HH owns 3 TV         10,463         21,5%         1           HH owns 4+ TVs         9,921         20,4%		67 126	67 1%	100
Went to fast food/drive-in restaurant 9+ times/month         38,529         38,5%         1           Went to fast food/drive-in restaurant 9+ times/month         38,529         38,5%         1           Fast food restaurant last 6 months: home delivery         12,007         12,0%         1           Fast food restaurant last 6 months: shome delivery         12,007         12,0%         1           Fast food restaurant last 6 months: take-out/walk-in         19,875         19,9%           Television & Electronics (Adults/Households)           Television & Electronics (Adults/Households)           Own any tablet         56,521         56,5%         1           Own any tablet         11,966         12,0%         1           Own are reader         11,966         12,0%         1           Own are protable MP3 player         12,935         12,9%         1           HH owns 1 TV         20,104         41,4%         1           Own any portable MP3 player         12,935         12,9%         1           HH owns 1 TV         9,881         20,3%         1           HH owns 1 TV         9,881         20,3%         1           HH owns 3 TVs	,			101
Went to fast food/drive-in restaurant 9+ times/month	·			100
Fast food restaurant last 6 months: eat in Fast food restaurant last 6 months: home delivery Fast food restaurant last 6 months: take-out/drive-thru Fast food restaurant last 6 months: take-out/drive-thru Fast food restaurant last 6 months: take-out/drive-thru Fast food restaurant last 6 months: take-out/walk-in  Television & Electronics (Adults/Households)  Own any tablet Own any tablet Own any e-reader 11,966 12.0% Own erreader/tablet: iPad 34,689 34,7% 34,689 34,7% 34,689 34,7% 34,689 34,7% 34,689 34,7% 35,12,9% IH own any portable MP2 player 12,935 12,9% IH owns 1 TV 9,881 20,3% 13,048 14,4% Own any portable MP2 player 12,935 12,9% IH owns 1 TV 9,881 20,3% 14,4% IH owns 2 TVs 13,028 26,8% IH owns 3 TVs 10,463 21,5% IH owns 4+ TVs 18,078 37,2% 18,078 IH owns 4+ TVs 18,078 37,2% 18,078 IH owns 4+ TVs 18,078 37,2% 19,078 IH owns any tarent video device for TV 21,761 44.8%  Travel (Adults)  Trook domestic trip in continental US last 12 months 12,347 12,347 12,346 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 3,59en ton domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3,6% 3,6% 3,79 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3,6% 3,6% 3,6% 3,79 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3,6% 3,6% 3,6% 3,6% 3,79 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3,6% 3,6% 3,6% 3,6% 3,6% 3,6% 3,6% 3,6%				102
Fast food restaurant last 6 months: home delivery Fast food restaurant last 6 months: take-out/drive-thru Fast food restaurant last 6 months: take-out/drive-thru Fast food restaurant last 6 months: take-out/walk-in 19,875 19,9%  Television & Electronics (Adults/Households)  Own any tablet Own any atablet Own er-eader 11,966 12.0% 14.4% 14.4% 15.6521 16.5% 18.0% 19.9%  HH has Internet connectable TV 10,935 12.9% 14.14% 15.0% 16.0% 17.0% 18.0% 19.881 10.03% 10.14 18.00% 19.881 20.3% 10.463 21.5% 11.00%	· · · · · · · · · · · · · · · · · · ·	·		102
Fast food restaurant last 6 months: take-out/drive-thru				101
Fast food restaurant last 6 months: take-out/walk-in	•			100
Own any tablet       56,521       56.5%       1         Own any e-reader       11,966       12.0%       1         Own e-reader/tablet: iPad       34,689       34,7%       3         HH has Internet connectable TV       20,104       41,4%       41,4%         Own any portable MP3 player       12,935       12.9%       1         HH owns 1 TV       9,881       20,3%       3         HH owns 2 TVs       13,028       26.8%       6.8%         HH owns 3 TVs       10,463       21.5%       1         HH owns 2 TVs       18,078       37.2%       1         HH owns 4+ TVs       9,921       20,4%       1         HH subscribes to Gable TV       18,078       37.2%       1         HH subscribes to fiber optic       2,721       5.6%       1         HH owns portable GP5 navigation device       9,339       19.2%       1         HH owns any Internet video device for TV       21,761       44.8%         Travel (Adults)         Took domestic trip in continental US last 12 months       12,304       7.2%         Spent on domestic vacations in last 12 months: \$1,900-\$1,499       6,268       6.3%       1         Spent on domestic vacations in last 12 months: \$1				93
Own any tablet       56,521       56.5%       1         Own any e-reader       11,966       12.0%       1         Own e-reader/tablet: iPad       34,689       34,7%       3         HH has Internet connectable TV       20,104       41,4%       41,4%         Own any portable MP3 player       12,935       12.9%       1         HH owns 1 TV       9,881       20,3%       3         HH owns 2 TVs       13,028       26.8%       6.8%         HH owns 3 TVs       10,463       21.5%       1         HH owns 2 TVs       18,078       37.2%       1         HH owns 4+ TVs       9,921       20,4%       1         HH subscribes to Gable TV       18,078       37.2%       1         HH subscribes to fiber optic       2,721       5.6%       1         HH owns portable GP5 navigation device       9,339       19.2%       1         HH owns any Internet video device for TV       21,761       44.8%         Travel (Adults)         Took domestic trip in continental US last 12 months       12,304       7.2%         Spent on domestic vacations in last 12 months: \$1,900-\$1,499       6,268       6.3%       1         Spent on domestic vacations in last 12 months: \$1				
Own any e-reader         11,966         12.0%           Own e-reader/tablet: iPad         34,689         34,7%         1           HH has Internet connectable TV         20,104         41,4%         1           Own any portable MP3 player         12,935         12.9%         1           HH owns 1 TV         9,881         20.3%         1           HH owns 2 TVs         13,028         26.8%         26.8%           HH owns 3 TVs         10,463         21.5%         1           HH owns 4+ TVs         9,921         20.4%         1           HH subscribes to cable TV         18,078         37.2%         1           HH subscribes to fiber optic         2,721         5.6%         1           HH owns portable GPS navigation device         9,339         19.2%           HH owns portable GPS navigation device         9,339         19.2%           HH owns any Internet video device for TV         21,761         44.8%    **Travel (Adults)  **Took domestic trip in continental US last 12 months  **Spent on domestic vacations in last 12 months: \$1,000         \$2,001         52.0%           Took 3+ domestic ron-business trips in last 12 months: \$1,000-\$1,499         6,268         6.3%         3           Spent on domestic vacations in last 12 months: \$1,000-\$2,999	- · · · · · · · · · · · · · · · · · · ·			
Own e-reader/tablet: iPad         34,689         34.7%         1           HH has Internet connectable TV         20,104         41,4%         0           Own any portable MP3 player         12,935         12,9%         1           HH owns 1 TV         9,881         20,3%         1           HH owns 2 TVs         13,028         26,8%         1           HH owns 3 TVs         10,463         21,5%         1           HH owns 4+ TVs         9,921         20,4%         1           HH subscribes to cable TV         18,078         37,2%         1           HH owns portable GPS navigation device         9,339         19,2%         1           HH owns portable GPS navigation device         9,339         19,2%         1           HH owns any Internet video device for TV         21,761         44,8%         2           Travel (Adults)           Travel (Adults)         52,001         52,0%         1           Travel (Adults)         52,001         52,0%         1           Travel (Adults)         12,164         12,1%         1           Travel (Adults)         12,164         12,1%         1           Travel (Adults)				100
HH has Internet connectable TV Own any portable MP3 player 12,935 12,9% HH owns 1 TV 9,881 20,3% 11,008 HH owns 2 TVs 13,028 26.8% HH owns 3 TVs 10,463 21,5% HH owns 4 TVS 10,463 21,5% HH subscribes to cable TV 18,078 18,078 37,2% 18,078 37,2% 19,211 5,6% 19,211 5,6% 19,212 19,204 HH subscribes to fiber optic 2,721 5,6% 19,291 HH owns portable GPS navigation device 9,339 19,2% HH owns portable GPS navigation device 9,339 19,2% HH owns any Internet video device for TV 21,761 44.8%  Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 52,001 52,001 52,007	•	,		98
Own any portable MP3 player         12,935         12.9%           HH owns 1 TV         9,881         20.3%         3           HH owns 2 TVs         13,028         26.8%           HH owns 3 TVs         10,463         21.5%           HH owns 4+ TVs         9,921         20.4%           HH subscribes to cable TV         18,078         37.2%         1           HH subscribes to fiber optic         2,721         5.6%         3           HH owns portable GPS navigation device         9,339         19.2%           HH purchased video game system in last 12 months         3,494         7.2%           HH owns any Internet video device for TV         21,761         44.8%           Travel (Adults)           Took 3+ domestic non-business trips in last 12 months         52,001         52.0%           Took 3+ domestic non-business trips in last 12 months         12,347         12.3%           Spent on domestic vacations in last 12 months: \$1,909         12,064         12.1%           Spent on domestic vacations in last 12 months: \$1,000-\$1,499         6,268         6.3%         3           Spent on domestic vacations in last 12 months: \$2,000-\$2,999         3,578         3.6%         3           Spent on domestic vacations in last 12 months: \$3,000+         6,698<	•			100
HH owns 1 TV 9,881 20.3% 1 HH owns 2 TVs 13,028 26.8%  HH owns 2 TVs 10,463 21.5%  HH owns 3 TVs 10,463 21.5%  HH owns 4+ TVs 9,921 20.4%  HH subscribes to cable TV 18,078 37.2% 1 HH subscribes to fiber optic 2,721 5.6% 1 HH owns portable GPS navigation device 9,339 19.2%  HH owns portable GPS navigation device 9,339 19.2%  HH owns any Internet video device for TV 21,761 44.8%   Travel (Adults)  Took domestic trip in continental US last 12 months 12,347 12.3%  Spent on domestic vacations in last 12 months: \$1,909 12,064 12.1%  Spent on domestic vacations in last 12 months: \$1,500-\$1,499 6,268 6.3% 19.5  Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3.6% 19.5  Spent on domestic vacations in last 12 months: \$2,000+\$2,999 3,793 3.8% 19.5  Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% 19.5  Domestic travel in last 12 months: \$3,000+ 6,698 6.7% 19.5  Domestic travel in last 12 months: used general travel website 5,908 5.9% 10.6  Took foreign trip (including Alaska and Hawaii) in last 3 years 7,556 7.6% 19.5  Spent on foreign vacations in last 12 months: \$1,999 6,973 7.0% 10.6  Spent on foreign vacations in last 12 months: \$1,999 6,973 7.0% 10.6  Spent on foreign vacations in last 12 months: \$1,999 6,973 7.0% 10.6  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 19.5  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,269 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,269 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,269 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19.5  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19.5  Spent on foreign vacations in last 1				97
HH owns 2 TVs HH owns 3 TVs HO was 4 TVs HH owns 4 TVs HH subscribes to cable TV HH subscribes to fiber optic HH subscribes to fiber optic HH owns portable GPS navigation device HH purchased video game system in last 12 months HH owns any Internet video device for TV  7 Travel (Adults)  Travel (Adults)  Took domestic trip in continental US last 12 months Took domestic trip in continental US last 12 months Spent on domestic vacations in last 12 months: \$1,909 Spent on domestic vacations in last 12 months: \$1,500-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,00	, ,			95
HH owns 3 TVs HH owns 4+ TVs 9,921 20,4% HH subscribes to cable TV 18,078 37,2% 19,917 5,6% 19,939 19,2% HH owns portable GPS navigation device HH owns portable GPS navigation device HH purchased video game system in last 12 months HH owns any Internet video device for TV 21,761 44.8%  Travel (Adults)  Took domestic trip in continental US last 12 months Took domestic trip in continental US last 12 months 12,347 12,3% Spent on domestic vacations in last 12 months: \$1,999 12,064 12,1% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3,6% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on foreign trip (including Alaska and Hawaii) in last 3 years Took 3+ foreign trips by plane in last 3 years Took foreign trip vacations in last 12 months: \$1,999 Took foreign trip vacations in last 12 months: \$1,999 Took foreign vacations in last 12 months: \$1,000-\$2,999 Took foreign vacations in last 12 months: \$3,000+ Took cruise of more than one day in last 3 years Nights spent in hotel/motel in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website 6,311 6,3% Nights spent in hotel/motel in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website 6,311 6,3% Nights spent in hotel/motel in last 12 months: \$3,000+ Foreign travel in last 3 years Nights spent in hotel/motel in last 12 months: \$3,000+ Foreign travel				104
HH owns 4+ TVs HH subscribes to cable TV HH subscribes to fiber optic HH owns portable GPS navigation device HH owns portable GPS navigation device HH owns any Internet video device for TV 21,761 HO owns any Internet video device for TV 21,761 HO owns any Internet video device for TV 21,761 HO owns any Internet video device for TV 21,761  Took domestic trip in continental US last 12 months Took domestic trip in continental US last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: \$1,999 12,064 12,1% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 6,268 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 3,578 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$1,000-\$2,999 3,793 3,8% 10 Spent on foreign trip (including Alaska and Hawaii) in last 3 years 7,556 7,6% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4,2% Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website 6,311 6,3% Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years 10,627 10,6% Member of any frequent flyer program				98
HH subscribes to cable TV HH subscribes to fiber optic 2,721 5,6% 1 HH owns portable GPS navigation device HH purchased video game system in last 12 months HH owns any Internet video device for TV 21,761 44.8%  Travel (Adults)  Took domestic trip in continental US last 12 months Took domestic trip in continental US last 12 months Spent on domestic vacations in last 12 months: \$1,999 12,064 12.1% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 6,268 6,3% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 3,578 3,6% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3,8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3,8% Spent on domestic vacations in last 12 months: \$3,000+ 0,698 6,7% 0 Domestic travel in last 12 months: used general travel website 5,908 5,908 Took 3+ foreign trip (including Alaska and Hawaii) in last 3 years 7,556 7,6% Spent on foreign vacations in last 12 months: \$1,999 6,973 7,0% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4,2% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$3,000+ 6,665 6,3% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4,2% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4,2% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,207 5,206 5,207 5,208 5,208 5,209 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5,200 5				97
HH subscribes to fiber optic  HH owns portable GPS navigation device  HH purchased video game system in last 12 months  HH purchased video game system in last 12 months  Travel (Adults)  Trook domestic trip in continental US last 12 months  Took domestic trip in continental US last 12 months  Took 3+ domestic non-business trips in last 12 months  Spent on domestic vacations in last 12 months: \$1-999  Spent on domestic vacations in last 12 months: \$1,000-\$1,499  Spent on domestic vacations in last 12 months: \$1,500-\$1,999  Spent on domestic vacations in last 12 months: \$1,500-\$1,999  Spent on domestic vacations in last 12 months: \$1,500-\$2,999  Spent on domestic vacations in last 12 months: \$3,000+  Spent on domestic vacations in last 12 months: \$3,000+  Spent on domestic vacations in last 12 months: \$3,000+  Spent on domestic vacations in last 12 months: \$3,000+  Spent on domestic vacations in last 12 months: \$1,000-\$2,999  Spent on foreign trips by plane in last 3 years  Took 3+ foreign trips by plane in last 3 years  Spent on foreign vacations in last 12 months: \$1-999  Spent on foreign vacations in last 12 months: \$1,000-\$2,999  Applications in last 12 months: \$1,000-\$2,999  App				98
HH owns portable GPS navigation device 9,339 19.2% HH purchased video game system in last 12 months 3,494 7.2% HH owns any Internet video device for TV 21,761 44.8%  Travel (Adults)  Took domestic trip in continental US last 12 months 52,001 52.0% Took 3+ domestic non-business trips in last 12 months 12,347 12.3% Spent on domestic vacations in last 12 months: \$1-999 12,064 12.1% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 6,268 6.3% Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3.6% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3.8% Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% Domestic travel in last 12 months: \$3,000+ 6,698 6.7% Took foreign trip (including Alaska and Hawaii) in last 3 years 7,556 7.6% Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 19 Spent on foreign vacations in				100
HH purchased video game system in last 12 months 3,494 7.2% HH owns any Internet video device for TV 21,761 44.8%  Travel (Adults)  Took domestic trip in continental US last 12 months 52,001 52.0% 706,3 domestic trip in continental US last 12 months 12,347 12,3% 706,3 domestic vacations in last 12 months 12,347 12,3% 706,3 domestic vacations in last 12 months: \$1-999 12,064 12.1% 706,268 6.3% 12,000-\$1,499 6,268 6.3% 12,000-\$1,499 6,268 6.3% 12,000-\$1,999 3,578 3.6% 706,0 domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3.6% 70,000-\$1,000-\$2,999 3,793 3.8% 70,000-\$1,000-\$2,0	HH subscribes to fiber optic	2,721	5.6%	103
### Travel (Adults)  Travel (Adults)  Took domestic trip in continental US last 12 months 52,001 52.0%  Took 3+ domestic non-business trips in last 12 months 12,347 12.3%  Spent on domestic vacations in last 12 months: \$1-999 12,064 12.1%  Spent on domestic vacations in last 12 months: \$1,000-\$1,499 6,268 6.3%  Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3.6%  Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3.8%  Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3.8%  Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% 10 months of travel in last 12 months: used general travel website 5,908 5.9%  Took foreign trip (including Alaska and Hawaii) in last 3 years 33,557 33.6%  Took 3+ foreign trips by plane in last 3 years 7,556 7.6%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2%  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 10 months of the plane in last 3 years 10,627 10.6%  Foreign travel in last 3 years used general travel website 6,311 6.3%  Nights spent in hotel/motel in last 12 months: any 44,017 44,0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24,5%		9,339	19.2%	94
Travel (Adults)  Took domestic trip in continental US last 12 months 52,001 52.0%  Took 3+ domestic non-business trips in last 12 months 12,347 12.3%  Spent on domestic vacations in last 12 months: \$1-999 12,064 12.1%  Spent on domestic vacations in last 12 months: \$1,000-\$1,499 6,268 6.3% 3.6%  Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3.6%  Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3.8%  Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% 10,000 foreign trip (including Alaska and Hawaii) in last 3 years 33,557 33.6% 10,000 foreign trips by plane in last 3 years 7,556 7.6%  Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 10,000 foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 10,000 foreign travel in last 3 years 10,625 6.3% 10,000 foreign travel in last 3 years 10,627 10.6%  Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%	HH purchased video game system in last 12 months	3,494	7.2%	93
Took domestic trip in continental US last 12 months  Took 3+ domestic non-business trips in last 12 months  Spent on domestic vacations in last 12 months: \$1-999  12,064  Spent on domestic vacations in last 12 months: \$1,000-\$1,499  Spent on domestic vacations in last 12 months: \$1,000-\$1,499  Spent on domestic vacations in last 12 months: \$1,500-\$1,999  Spent on domestic vacations in last 12 months: \$2,000-\$2,999  Spent on domestic vacations in last 12 months: \$3,000+  Comestic travel in last 12 months: used general travel website  Took foreign trip (including Alaska and Hawaii) in last 3 years  Took 3+ foreign trips by plane in last 3 years  Took 3+ foreign vacations in last 12 months: \$1-999  Spent on foreign vacations in last 12 months: \$1,000-\$2,999  A,227  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$1,000-\$2,999  A,227  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,000+  Spent on foreign vacations in last 12 months: \$3,0	HH owns any Internet video device for TV	21,761	44.8%	99
Took 3+ domestic non-business trips in last 12 months       12,347       12.3%         Spent on domestic vacations in last 12 months: \$1-999       12,064       12.1%         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       6,268       6.3%         Spent on domestic vacations in last 12 months: \$1,500-\$1,999       3,578       3.6%         Spent on domestic vacations in last 12 months: \$2,000-\$2,999       3,793       3.8%       1         Spent on domestic vacations in last 12 months: \$3,000+       6,698       6.7%       1         Domestic travel in last 12 months: used general travel website       5,908       5.9%         Took foreign trip (including Alaska and Hawaii) in last 3 years       33,557       33.6%       1         Took 3+ foreign trips by plane in last 3 years       7,556       7.6%       7.6%         Spent on foreign vacations in last 12 months: \$1,000-\$2,999       4,227       4.2%       1         Spent on foreign vacations in last 12 months: \$3,000+       6,265       6.3%       1         Foreign travel in last 3 years: used general travel website       6,311       6.3%         Nights spent in hotel/motel in last 12 months: any       44,017       44.0%         Took cruise of more than one day in last 3 years       10,627       10.6%         Member of any frequent flyer program       24,5	Travel (Adults)			
Spent on domestic vacations in last 12 months: \$1-999       12,064       12.1%         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       6,268       6.3%       1         Spent on domestic vacations in last 12 months: \$1,500-\$1,999       3,578       3.6%         Spent on domestic vacations in last 12 months: \$2,000-\$2,999       3,793       3.8%       1         Spent on domestic vacations in last 12 months: \$3,000+       6,698       6.7%       1         Domestic travel in last 12 months: used general travel website       5,908       5.9%         Took foreign trip (including Alaska and Hawaii) in last 3 years       33,557       33.6%       1         Took 3+ foreign trips by plane in last 3 years       7,556       7.6%         Spent on foreign vacations in last 12 months: \$1-999       6,973       7.0%         Spent on foreign vacations in last 12 months: \$1,000-\$2,999       4,227       4.2%       1         Spent on foreign vacations in last 12 months: \$3,000+       6,265       6.3%       1         Foreign travel in last 3 years: used general travel website       6,311       6.3%         Nights spent in hotel/motel in last 12 months: any       44,017       44.0%         Took cruise of more than one day in last 3 years       10,627       10.6%         Member of any frequent flyer program       24,502 <td>Took domestic trip in continental US last 12 months</td> <td>52,001</td> <td>52.0%</td> <td>98</td>	Took domestic trip in continental US last 12 months	52,001	52.0%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	Took 3+ domestic non-business trips in last 12 months	12,347	12.3%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,578 3.6%  Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3.8% 1  Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% 1  Domestic travel in last 12 months: used general travel website 5,908 5.9%  Took foreign trip (including Alaska and Hawaii) in last 3 years 33,557 33.6% 1  Took 3+ foreign trips by plane in last 3 years 7,556 7.6%  Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 1  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1  Foreign travel in last 3 years: used general travel website 6,311 6.3%  Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%	Spent on domestic vacations in last 12 months: \$1-999	12,064	12.1%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,793 3.8% 1.5 Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% 1.5 Spent on domestic travel in last 12 months: used general travel website 5,908 5.9% 1.5 Spent on foreign trip (including Alaska and Hawaii) in last 3 years 7,556 7.6% 1.5 Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0% 1.5 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$4,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$4,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$4,000+ 6,265 6.3% 1.5 Spent on foreign vacations in last 12 months: \$4,000+ 6,265 6.3% 1.5	Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,268	6.3%	101
Spent on domestic vacations in last 12 months: \$3,000+ 6,698 6.7% 10 months: used general travel website 5,908 5.9% 10 months: used general travel website 5,908 5.9% 10 months: used general travel website 5,908 5.9% 10 months: \$1,000 months: \$1,0	Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,578	3.6%	95
Domestic travel in last 12 months: used general travel website 5,908 5.9%  Took foreign trip (including Alaska and Hawaii) in last 3 years 33,557 33.6% 17  Took 3+ foreign trips by plane in last 3 years 7,556 7.6%  Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 17  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 17  Foreign travel in last 3 years: used general travel website 6,311 6.3%  Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%	Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,793	3.8%	101
Took foreign trip (including Alaska and Hawaii) in last 3 years  Took 3+ foreign trips by plane in last 3 years  Spent on foreign vacations in last 12 months: \$1-999  Spent on foreign vacations in last 12 months: \$1,000-\$2,999  4,227  Spent on foreign vacations in last 12 months: \$3,000+  Foreign travel in last 3 years: used general travel website  Nights spent in hotel/motel in last 12 months: any  Took cruise of more than one day in last 3 years  Member of any frequent flyer program  33,557  33.6%  7.6%  5,76%  7.0%  6,973  7.0%  6,265  6.3%  1.5  6.3%  1.5  1.5  1.5  1.5  1.5  1.5  1.5  1.	Spent on domestic vacations in last 12 months: \$3,000+	6,698	6.7%	105
Took 3+ foreign trips by plane in last 3 years 7,556 7.6%  Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2%  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3%  Foreign travel in last 3 years: used general travel website 6,311 6.3%  Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%	Domestic travel in last 12 months: used general travel website	5,908	5.9%	99
Spent on foreign vacations in last 12 months: \$1-999 6,973 7.0%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 1  Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 1  Foreign travel in last 3 years: used general travel website 6,311 6.3%  Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%	Took foreign trip (including Alaska and Hawaii) in last 3 years	33,557	33.6%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999 4,227 4.2% 11 Spent on foreign vacations in last 12 months: \$3,000+ 6,265 6.3% 11 Foreign travel in last 3 years: used general travel website 6,311 6.3% Nights spent in hotel/motel in last 12 months: any 44,017 44.0% Took cruise of more than one day in last 3 years 10,627 10.6% Member of any frequent flyer program 24,502 24.5%	Took 3+ foreign trips by plane in last 3 years	7,556	7.6%	95
Spent on foreign vacations in last 12 months: \$3,000+6,2656.3%1Foreign travel in last 3 years: used general travel website6,3116.3%Nights spent in hotel/motel in last 12 months: any44,01744.0%Took cruise of more than one day in last 3 years10,62710.6%Member of any frequent flyer program24,50224.5%	Spent on foreign vacations in last 12 months: \$1-999	6,973	7.0%	96
Foreign travel in last 3 years: used general travel website 6,311 6.3% Nights spent in hotel/motel in last 12 months: any 44,017 44.0% Took cruise of more than one day in last 3 years 10,627 10.6% Member of any frequent flyer program 24,502 24.5%	Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,227	4.2%	110
Foreign travel in last 3 years: used general travel website 6,311 6.3%  Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%				104
Nights spent in hotel/motel in last 12 months: any 44,017 44.0%  Took cruise of more than one day in last 3 years 10,627 10.6%  Member of any frequent flyer program 24,502 24.5%	Foreign travel in last 3 years: used general travel website		6.3%	97
Took cruise of more than one day in last 3 years 10,627 10.6% Member of any frequent flyer program 24,502 24.5%				97
Member of any frequent flyer program 24,502 24.5%				98
				99
	Member of any hotel rewards program	25,771	25.8%	100

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

**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.