



Retail Market Potential

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

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	5,005	53.8%	98
Bought any women's clothing in last 12 months	4,448	47.8%	98
Bought any shoes in last 12 months	6,626	71.2%	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 Aftermarket (Adults)			
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)			
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
HH spent \$2,000+ on most recent home computer	236	4.9%	105

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	5,731	61.6%	98
Bought brewed coffee at convenience store in last 30 days	1,107	11.9%	96
Bought cigarettes at convenience store in last 30 days	601	6.5%	90
Bought gas at convenience store in last 30 days	3,471	37.3%	99
Spent at convenience store in last 30 days: \$1-19	802	8.6%	114
Spent at convenience store in last 30 days: \$20-\$39	817	8.8%	86
Spent at convenience store in last 30 days: \$40-\$50	821	8.8%	103
Spent at convenience store in last 30 days: \$51-\$99	527	5.7%	94
Spent at convenience store in last 30 days: \$100+	1,842	19.8%	97
Entertainment (Adults)			
Attended a movie in last 6 months	4,696	50.5%	105
Went to live theater in last 12 months	1,130	12.1%	121
Went to a bar/night club in last 12 months	1,753	18.8%	111
Dined out in last 12 months	5,063	54.4%	107
Gambled at a casino in last 12 months	1,163	12.5%	110
Visited a theme park in last 12 months	1,234	13.3%	92
Viewed movie (video-on-demand) in last 30 days	1,406	15.1%	117
Viewed TV show (video-on-demand) in last 30 days	855	9.2%	109
Watched any pay-per-view TV in last 12 months	537	5.8%	90
Downloaded a movie over the Internet in last 30 days	801	8.6%	113
Downloaded any individual song in last 6 months	1,965	21.1%	108
Used internet to watch a movie online in the last 30 days	3,316	35.7%	104
Used internet to watch a TV program online in last 30 days	2,361	25.4%	116
Played a video/electronic game (console) in last 12 months	1,083	11.6%	99
Played a video/electronic game (portable) in last 12 months	549	5.9%	99
Financial (Adults)			
Have home mortgage (1st)	3,495	37.6%	104
Used ATM/cash machine in last 12 months	5,689	61.2%	102
Own any stock	1,260	13.5%	113
Own U.S. savings bond	621	6.7%	108
Own shares in mutual fund (stock)	1,191	12.8%	115
Own shares in mutual fund (bonds)	776	8.3%	119
Have interest checking account	3,572	38.4%	109
Have non-interest checking account	3,302	35.5%	100
Have savings account	6,582	70.8%	103
Have 401K retirement savings plan	2,101	22.6%	104
Own/used any credit/debit card in last 12 months	8,354	89.8%	101
Avg monthly credit card expenditures: \$1-110	1,097	11.8%	99
Avg monthly credit card expenditures: \$111-\$225	742	8.0%	101
Avg monthly credit card expenditures: \$226-\$450	840	9.0%	103
Avg monthly credit card expenditures: \$451-\$700	777	8.4%	104
Avg monthly credit card expenditures: \$701-\$1,000	659	7.1%	95
Avg monthly credit card expenditures: \$1001-2000	965	10.4%	104
Avg monthly credit card expenditures: \$2001+	1,003	10.8%	121
Did banking online in last 12 months	5,266	56.6%	107
Did banking on mobile device in last 12 months	4,089	44.0%	105

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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	4,510	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
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
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
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
Read any daily newspaper (paper version)	1,458	15.7%	102
Read any digital newspaper in last 30 days	5,122	55.1%	111
Read any magazine (paper/electronic version) in last 6 months	8,452	90.9%	103

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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
Travel (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%	95
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%	111
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
Member of any frequent flyer program	2,685	28.9%	117
Member of any hotel rewards program	2,715	29.2%	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

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	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	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%	104
HH owns laptop/notebook	19,690	69.7%	106
HH owns any Apple/Mac brand computer	7,004	24.8%	111
HH owns any PC/non-Apple brand computer	19,456	68.9%	103
HH purchased most recent computer in a store	11,065	39.2%	106
HH purchased most recent computer online	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
HH spent \$1,500-\$1,999 on most recent home computer	1,736	6.1%	117
HH spent \$2,000+ on most recent home computer	1,461	5.2%	110

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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	34,008	61.5%	98
Bought brewed coffee at convenience store in last 30 days	6,502	11.8%	95
Bought cigarettes at convenience store in last 30 days	3,419	6.2%	86
Bought gas at convenience store in last 30 days	20,239	36.6%	97
Spent at convenience store in last 30 days: \$1-19	4,451	8.1%	106
Spent at convenience store in last 30 days: \$20-\$39	5,332	9.6%	94
Spent at convenience store in last 30 days: \$40-\$50	4,733	8.6%	100
Spent at convenience store in last 30 days: \$51-\$99	3,193	5.8%	96
Spent at convenience store in last 30 days: \$100+	10,514	19.0%	93
Entertainment (Adults)			
Attended a movie in last 6 months	27,603	49.9%	104
Went to live theater in last 12 months	6,657	12.0%	120
Went to a bar/night club in last 12 months	10,039	18.2%	107
Dined out in last 12 months	30,114	54.5%	108
Gambled at a casino in last 12 months	6,515	11.8%	103
Visited a theme park in last 12 months	7,722	14.0%	97
Viewed movie (video-on-demand) in last 30 days	8,554	15.5%	120
Viewed TV show (video-on-demand) in last 30 days	5,481	9.9%	117
Watched any pay-per-view TV in last 12 months	3,779	6.8%	106
Downloaded a movie over the Internet in last 30 days	4,663	8.4%	111
Downloaded any individual song in last 6 months	11,345	20.5%	104
Used internet to watch a movie online in the last 30 days	19,386	35.1%	103
Used internet to watch a TV program online in last 30 days	13,299	24.1%	110
Played a video/electronic game (console) in last 12 months	6,445	11.7%	99
Played a video/electronic game (portable) in last 12 months	3,296	6.0%	100
Financial (Adults)			
Have home mortgage (1st)	21,799	39.4%	109
Used ATM/cash machine in last 12 months	34,195	61.9%	103
Own any stock	7,970	14.4%	120
Own U.S. savings bond	3,874	7.0%	114
Own shares in mutual fund (stock)	7,616	13.8%	124
Own shares in mutual fund (bonds)	4,768	8.6%	123
Have interest checking account	21,787	39.4%	111
Have non-interest checking account	19,678	35.6%	101
Have savings account	39,594	71.6%	104
Have 401K retirement savings plan	13,452	24.3%	111
Own/used any credit/debit card in last 12 months	50,127	90.7%	102
Avg monthly credit card expenditures: \$1-110	6,351	11.5%	96
Avg monthly credit card expenditures: \$111-\$225	4,309	7.8%	99
Avg monthly credit card expenditures: \$226-\$450	4,922	8.9%	101
Avg monthly credit card expenditures: \$451-\$700	4,628	8.4%	104
Avg monthly credit card expenditures: \$701-\$1,000	4,390	7.9%	106
Avg monthly credit card expenditures: \$1001-2000	6,234	11.3%	113
Avg monthly credit card expenditures: \$2001+	6,198	11.2%	126
Did banking online in last 12 months	31,614	57.2%	108
Did banking on mobile device in last 12 months	24,683	44.6%	107

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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
HH purchased low ticket HH furnishings in last 12 months	6,236	22.1%	102
HH purchased big ticket HH furnishings in last 12 months	7,713	27.3%	105
HH bought any small kitchen appliance in last 12 months	7,194	25.5%	100
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
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%	102
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

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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	37,803	68.4%	102
Went to family restaurant/steak house: 4+ times a month	11,825	21.4%	103
Went to fast food/drive-in restaurant in last 6 months	50,007	90.5%	100
Went to fast food/drive-in restaurant 9+ times/month	20,361	36.8%	97
Fast food restaurant last 6 months: eat in	12,682	22.9%	101
Fast food restaurant last 6 months: home delivery	6,658	12.0%	104
Fast food restaurant last 6 months: take-out/drive-thru	31,182	56.4%	101
Fast food restaurant last 6 months: take-out/walk-in	12,119	21.9%	103
Television & Electronics (Adults/Households)			
Own any tablet	33,070	59.8%	106
Own any e-reader	8,098	14.6%	120
Own e-reader/tablet: iPad	21,624	39.1%	113
HH has Internet connectable TV	12,271	43.5%	102
Own any portable MP3 player	7,895	14.3%	105
HH owns 1 TV	5,810	20.6%	105
HH owns 2 TVs	7,854	27.8%	101
HH owns 3 TVs	5,966	21.1%	96
HH owns 4+ TVs	5,896	20.9%	101
HH subscribes to cable TV	11,894	42.1%	113
HH subscribes to fiber optic	1,857	6.6%	121
HH owns portable GPS navigation device	5,822	20.6%	100
HH purchased video game system in last 12 months	1,959	6.9%	90
HH owns any Internet video device for TV	13,345	47.3%	104
Travel (Adults)			
Took domestic trip in continental US last 12 months	31,720	57.4%	108
Took 3+ domestic non-business trips in last 12 months	7,882	14.3%	113
Spent on domestic vacations in last 12 months: \$1-999	7,309	13.2%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,846	7.0%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,118	3.8%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,422	4.4%	116
Spent on domestic vacations in last 12 months: \$3,000+	4,341	7.9%	123
Domestic travel in last 12 months: used general travel website	3,710	6.7%	113
Took foreign trip (including Alaska and Hawaii) in last 3 years	20,565	37.2%	112
Took 3+ foreign trips by plane in last 3 years	5,034	9.1%	115
Spent on foreign vacations in last 12 months: \$1-999	4,566	8.3%	114
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,138	3.9%	100
Spent on foreign vacations in last 12 months: \$3,000+	4,181	7.6%	126
Foreign travel in last 3 years: used general travel website	4,334	7.8%	120
Nights spent in hotel/motel in last 12 months: any	27,173	49.2%	108
Took cruise of more than one day in last 3 years	6,712	12.1%	112
Member of any frequent flyer program	16,687	30.2%	122
Member of any hotel rewards program	16,580	30.0%	116

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Retail Market Potential

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

Dub House, MAI, CCIM
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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

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	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
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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Retail Market Potential

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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	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
Entertainment (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
Financial (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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	46,125	94.9%	100
HH used chicken (fresh or frozen) in last 6 months	33,633	69.2%	101
HH used turkey (fresh or frozen) in last 6 months	6,532	13.4%	93
HH used fish/seafood (fresh or frozen) in last 6 months	29,119	59.9%	103
HH used fresh fruit/vegetables in last 6 months	42,630	87.8%	100
HH used fresh milk in last 6 months	40,665	83.7%	101
HH used organic food in last 6 months	11,970	24.6%	99
Health (Adults)			
Exercise at home 2+ times per week	40,274	40.3%	99
Exercise at club 2+ times per week	13,694	13.7%	100
Visited a doctor in last 12 months	77,908	77.9%	98
Used vitamin/dietary supplement in last 6 months	60,849	60.8%	100
Home (Households)			
HH did any home improvement in last 12 months	16,346	33.6%	98
HH used any maid/professional cleaning service in last 12 months	9,976	20.5%	100
HH purchased low ticket HH furnishings in last 12 months	10,164	20.9%	97
HH purchased big ticket HH furnishings in last 12 months	12,943	26.6%	102
HH bought any small kitchen appliance in last 12 months	12,506	25.7%	101
HH bought any large kitchen appliance in last 12 months	7,601	15.6%	101
Insurance (Adults/Households)			
Currently carry life insurance	47,101	47.1%	97
Carry medical/hospital/accident insurance	78,916	78.9%	97
Carry homeowner/personal property insurance	55,822	55.8%	99
Carry renter's insurance	10,443	10.4%	98
HH has auto insurance: 1 vehicle in household covered	14,492	29.8%	101
HH has auto insurance: 2 vehicles in household covered	15,528	32.0%	103
HH has auto insurance: 3+ vehicles in household covered	11,921	24.5%	99
Pets (Households)			
Household owns any pet	25,412	52.3%	100
Household owns any cat	10,368	21.3%	93
Household owns any dog	19,484	40.1%	101
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	34,094	34.1%	96
Buy based on quality not price	17,090	17.1%	99
Buy on credit rather than wait	13,676	13.7%	104
Only use coupons brands: usually buy	13,476	13.5%	99
Will pay more for environmentally safe products	13,746	13.7%	100
Buy based on price not brands	29,096	29.1%	101
Am interested in how to help the environment	21,125	21.1%	103
Reading (Adults)			
Bought digital book in last 12 months	16,364	16.4%	94
Bought hardcover book in last 12 months	23,425	23.4%	96
Bought paperback book in last 12 month	29,745	29.7%	95
Read any daily newspaper (paper version)	14,040	14.0%	91
Read any digital newspaper in last 30 days	48,429	48.4%	98
Read any magazine (paper/electronic version) in last 6 months	87,560	87.6%	99

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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	67,126	67.1%	100
Went to family restaurant/steak house: 4+ times a month	20,839	20.8%	101
Went to fast food/drive-in restaurant in last 6 months	90,435	90.4%	100
Went to fast food/drive-in restaurant 9+ times/month	38,529	38.5%	102
Fast food restaurant last 6 months: eat in	23,065	23.1%	101
Fast food restaurant last 6 months: home delivery	12,007	12.0%	103
Fast food restaurant last 6 months: take-out/drive-thru	56,249	56.2%	100
Fast food restaurant last 6 months: take-out/walk-in	19,875	19.9%	93
Television & Electronics (Adults/Households)			
Own any tablet	56,521	56.5%	100
Own any e-reader	11,966	12.0%	98
Own e-reader/tablet: iPad	34,689	34.7%	100
HH has Internet connectable TV	20,104	41.4%	97
Own any portable MP3 player	12,935	12.9%	95
HH owns 1 TV	9,881	20.3%	104
HH owns 2 TVs	13,028	26.8%	98
HH owns 3 TVs	10,463	21.5%	97
HH owns 4+ TVs	9,921	20.4%	98
HH subscribes to cable TV	18,078	37.2%	100
HH subscribes to fiber optic	2,721	5.6%	103
HH owns portable GPS navigation device	9,339	19.2%	94
HH purchased video game system in last 12 months	3,494	7.2%	93
HH owns any Internet video device for TV	21,761	44.8%	99
Travel (Adults)			
Took domestic trip in continental US last 12 months	52,001	52.0%	98
Took 3+ domestic non-business trips in last 12 months	12,347	12.3%	98
Spent on domestic vacations in last 12 months: \$1-999	12,064	12.1%	96
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: \$1,500-\$1,999	3,578	3.6%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,793	3.8%	101
Spent on domestic vacations in last 12 months: \$3,000+	6,698	6.7%	105
Domestic travel in last 12 months: used general travel website	5,908	5.9%	99
Took foreign trip (including Alaska and Hawaii) in last 3 years	33,557	33.6%	101
Took 3+ foreign trips by plane in last 3 years	7,556	7.6%	95
Spent on foreign vacations in last 12 months: \$1-999	6,973	7.0%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,227	4.2%	110
Spent on foreign vacations in last 12 months: \$3,000+	6,265	6.3%	104
Foreign travel in last 3 years: used general travel website	6,311	6.3%	97
Nights spent in hotel/motel in last 12 months: any	44,017	44.0%	97
Took cruise of more than one day in last 3 years	10,627	10.6%	98
Member of any frequent flyer program	24,502	24.5%	99
Member of any hotel rewards program	25,771	25.8%	100

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