



Retail Market Potential

2402 W Wall St, Midland, Texas, 79701 3
 2402 W Wall St, Midland, Texas, 79701
 Ring: 1 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99192
 Longitude: -102.10127

Demographic Summary	2024	2029
Population	8,541	8,659
Population 18+	6,294	6,468
Households	3,113	3,224
Median Household Income	\$80,601	\$90,880

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	3,970	63.1%	100
Bought Women`s Clothing/12 Mo	3,275	52.0%	100
Bought Shoes/12 Mo	4,751	75.5%	100
Bought Fine Jewelry/12 Mo	1,476	23.5%	108
Bought Watch/12 Mo	872	13.9%	104
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,846	91.4%	101
HH Bought or Leased New Vehicle/12 Mo	258	8.3%	90
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	5,699	90.5%	101
Bought or Changed Motor Oil/12 Mo	3,610	57.4%	107
Had Vehicle Tune-Up/12 Mo	1,582	25.1%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,741	43.5%	117
Drank Beer or Ale/6 Mo	2,431	38.6%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	430	6.8%	70
Own Digital SLR Camera or Camcorder	494	7.8%	75
Printed Digital Photos/12 Mo	1,519	24.1%	93
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,321	36.9%	102
Have a Smartphone	5,942	94.4%	100
Have Android Phone (Any Brand) Smartphone	2,584	41.1%	107
Have Apple iPhone Smartphone	3,524	56.0%	98
HH Owns 1 Cell Phone	835	26.8%	89
HH Owns 2 Cell Phones	1,081	34.7%	88
HH Owns 3+ Cell Phones	1,123	36.1%	126
HH Has Cell Phone Only (No Landline Telephone)	2,245	72.1%	100
Computers (Households)			
HH Owns Computer	2,494	80.1%	95
HH Owns Desktop Computer	1,132	36.4%	94
HH Owns Laptop or Notebook	2,101	67.5%	97
HH Owns Apple/Mac Brand Computer	730	23.5%	95
HH Owns PC/Non-Apple Brand Computer	2,109	67.7%	97
HH Purchased Most Recent Home Computer at Store	1,125	36.1%	97
HH Purchased Most Recent Home Computer Online	754	24.2%	88
HH Spent \$1-499 on Most Recent Home Computer	397	12.8%	92
HH Spent \$500-999 on Most Recent Home Computer	553	17.8%	94
HH Spent \$1K-1499 on Most Recent Home Computer	329	10.6%	93
HH Spent \$1500-1999 on Most Recent Home Computer	103	3.3%	82
HH Spent \$2K+ on Most Recent Home Computer	175	5.6%	92

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

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



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	4,128	65.6%	101
Bought Brewed Coffee at C-Store/30 Days	843	13.4%	107
Bought Cigarettes at C-Store/30 Days	409	6.5%	107
Bought Gas at C-Store/30 Days	2,556	40.6%	101
Spent \$1-19 at C-Store/30 Days	429	6.8%	100
Spent \$20-39 at C-Store/30 Days	517	8.2%	98
Spent \$40-50 at C-Store/30 Days	410	6.5%	98
Spent \$51-99 at C-Store/30 Days	366	5.8%	103
Spent \$100+ at C-Store/30 Days	1,566	24.9%	106
Entertainment (Adults)			
Attended Movie/6 Mo	2,910	46.2%	105
Went to Live Theater/12 Mo	456	7.2%	83
Went to Bar or Night Club/12 Mo	994	15.8%	89
Dined Out/12 Mo	3,176	50.5%	90
Gambled at Casino/12 Mo	757	12.0%	101
Visited Theme Park/12 Mo	1,064	16.9%	107
Viewed Movie (Video-on-Demand)/30 Days	510	8.1%	86
Viewed TV Show (Video-on-Demand)/30 Days	401	6.4%	97
Used Internet to Download Movie/30 Days	411	6.5%	104
Downloaded Individual Song/6 Mo	1,297	20.6%	106
Used Internet to Watch Movie/30 Days	2,266	36.0%	105
Used Internet to Watch TV Program/30 Days	1,338	21.3%	95
Played (Console) Video or Electronic Game/12 Mo	817	13.0%	103
Played (Portable) Video or Electronic Game/12 Mo	457	7.3%	105
Financial (Adults)			
Have 1st Home Mortgage	2,028	32.2%	88
Used ATM or Cash Machine/12 Mo	3,824	60.8%	99
Own Any Stock	660	10.5%	70
Own U.S. Savings Bonds	360	5.7%	78
Own Shares in Mutual Fund (Stocks)	563	8.9%	67
Own Shares in Mutual Fund (Bonds)	331	5.3%	63
Have Interest Checking Account	1,930	30.7%	79
Have Non-Interest Checking Account	2,288	36.4%	99
Have Savings Account	4,209	66.9%	92
Have 401(k) Retirement Savings Plan	1,332	21.2%	87
Own or Used Any Credit/Debit Card/12 Mo	5,704	90.6%	98
Avg \$1-110 Monthly Credit Card Expenditures	635	10.1%	99
Avg \$111-225 Monthly Credit Card Expenditures	478	7.6%	110
Avg \$226-450 Monthly Credit Card Expenditures	597	9.5%	108
Avg \$451-700 Monthly Credit Card Expenditures	560	8.9%	96
Avg \$701-1000 Monthly Credit Card Expenditures	418	6.6%	85
Avg \$1001-2000 Monthly Credit Card Expenditures	668	10.6%	88
Avg \$2001+ Monthly Credit Card Expenditures	550	8.7%	70
Did Banking Online/12 Mo	3,308	52.6%	92
Did Banking by Mobile Device/12 Mo	2,898	46.0%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	2,951	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	2,397	77.0%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	595	19.1%	92
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,835	58.9%	100
HH Used Fresh Fruit or Vegetables/6 Mo	2,733	87.8%	99
HH Used Fresh Milk/6 Mo	2,609	83.8%	102
HH Used Organic Food/6 Mo	827	26.6%	104
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,916	46.3%	96
Exercise at Club 2+ Times/Wk	679	10.8%	92
Visited Doctor/12 Mo	4,801	76.3%	96
Used Vitamins or Dietary Supplements/6 Mo	4,043	64.2%	97
Home (Households)			
HH Did Home Improvement/12 Mo	1,175	37.7%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,000	32.1%	92
HH Purchased Low Ticket HH Furnishing/12 Mo	636	20.4%	91
HH Purchased Big Ticket HH Furnishing/12 Mo	778	25.0%	97
HH Bought Small Kitchen Appliance/12 Mo	827	26.6%	106
HH Bought Large Kitchen Appliance/12 Mo	499	16.0%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,740	43.5%	85
Personally Carry Any Med/Hosp/Accident Insur	4,895	77.8%	91
Homeowner Carries Home/Personal Property Insurance	3,434	54.6%	90
Renter Carries Home/Pers Property Insurance	725	11.5%	90
HH Has 1 Vehicle Covered w/Auto Insurance	1,008	32.4%	101
HH Has 2 Vehicles Covered w/Auto Insurance	1,021	32.8%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	759	24.4%	94
Pets (Households)			
HH Owns Any Pet	1,608	51.6%	102
HH Owns Cat	662	21.3%	91
HH Owns Dog	1,296	41.6%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,197	19.0%	111
Buying American Is Important: 4-Agr Cmpl	1,666	26.5%	91
Buy Based on Quality Not Price: 4-Agr Cmpl	911	14.5%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	774	12.3%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	651	10.3%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	719	11.4%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	1,739	27.6%	104
Reading (Adults)			
Bought Digital Book/12 Mo	975	15.5%	85
Bought Hardcover Book/12 Mo	1,510	24.0%	89
Bought Paperback Book/12 Mo	2,023	32.1%	93
Read Daily Newspaper (Paper Version)	626	9.9%	92
Read Digital Newspaper/30 Days	3,618	57.5%	98
Read Magazine (Paper/Electronic Vers)/6 Mo	5,501	87.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	4,518	71.8%	101
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,489	23.7%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	5,818	92.4%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,723	43.3%	109
Ordered Eat-In Fast Food/6 Mo	1,850	29.4%	102
Ordered Home Delivery Fast Food/6 Mo	1,045	16.6%	128
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,160	50.2%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,350	21.4%	94
Television & Electronics (Adults/Households)			
Own Tablet	3,552	56.4%	98
Own E-Reader	756	12.0%	76
Own E-Reader/Tablet: Apple iPad	2,182	34.7%	95
HH Owns Internet Connectable TV	1,184	38.0%	93
Own Portable MP3 Player	552	8.8%	98
HH Owns 1 TV	528	17.0%	92
HH Owns 2 TVs	841	27.0%	97
HH Owns 3 TVs	726	23.3%	104
HH Owns 4+ TVs	711	22.8%	103
HH Subscribes to Cable TV	897	28.8%	93
HH Subscribes to Fiber Optic TV	134	4.3%	84
HH Owns Portable GPS Device	502	16.1%	87
HH Purchased Video Game System/12 Mo	261	8.4%	108
HH Owns Internet Video Device for TV	1,610	51.7%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,339	53.1%	91
Took 3+ Domestic Non-Business Trips/12 Mo	813	12.9%	79
Spent \$1-999 on Domestic Vacations/12 Mo	692	11.0%	90
Spent \$1K-1499 on Domestic Vacations/12 Mo	369	5.9%	86
Spent \$1500-1999 on Domestic Vacations/12 Mo	227	3.6%	81
Spent \$2K-2999 on Domestic Vacations/12 Mo	266	4.2%	81
Spent \$3K+ on Domestic Vacations/12 Mo	487	7.7%	80
Used Intrnt Travel Site for Domestic Trip/12 Mo	361	5.7%	92
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,976	31.4%	104
Took 3+ Foreign Trips by Plane/3 Yrs	364	5.8%	106
Spent \$1-999 on Foreign Vacations/12 Mo	333	5.3%	95
Spent \$1K-2999 on Foreign Vacations/12 Mo	290	4.6%	138
Spent \$3K+ on Foreign Vacations/12 Mo	390	6.2%	104
Used General Travel Site: Foreign Trip/3 Yrs	320	5.1%	91
Spent Night at Hotel or Motel/12 Mo	2,860	45.4%	90
Took Cruise of More Than One Day/3 Yrs	454	7.2%	85
Member of Frequent Flyer Program	1,372	21.8%	78
Member of Hotel Rewards Program	1,422	22.6%	78

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Demographic Summary	2024	2029
Population	78,154	80,321
Population 18+	57,408	59,682
Households	28,143	29,604
Median Household Income	\$82,387	\$92,978

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	36,410	63.4%	101
Bought Women`s Clothing/12 Mo	30,423	53.0%	101
Bought Shoes/12 Mo	43,674	76.1%	101
Bought Fine Jewelry/12 Mo	13,372	23.3%	107
Bought Watch/12 Mo	8,077	14.1%	106
Automobiles (Households)			
HH Owns or Leases Any Vehicle	25,938	92.2%	102
HH Bought or Leased New Vehicle/12 Mo	2,470	8.8%	95
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	52,377	91.2%	102
Bought or Changed Motor Oil/12 Mo	32,902	57.3%	107
Had Vehicle Tune-Up/12 Mo	14,273	24.9%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	24,373	42.5%	114
Drank Beer or Ale/6 Mo	22,073	38.4%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,460	7.8%	79
Own Digital SLR Camera or Camcorder	4,815	8.4%	81
Printed Digital Photos/12 Mo	14,338	25.0%	96
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	21,321	37.1%	103
Have a Smartphone	54,342	94.7%	101
Have Android Phone (Any Brand) Smartphone	22,992	40.1%	104
Have Apple iPhone Smartphone	32,780	57.1%	100
HH Owns 1 Cell Phone	7,701	27.4%	91
HH Owns 2 Cell Phones	10,250	36.4%	92
HH Owns 3+ Cell Phones	9,602	34.1%	119
HH Has Cell Phone Only (No Landline Telephone)	20,705	73.6%	102
Computers (Households)			
HH Owns Computer	22,946	81.5%	97
HH Owns Desktop Computer	10,521	37.4%	96
HH Owns Laptop or Notebook	19,205	68.2%	98
HH Owns Apple/Mac Brand Computer	6,705	23.8%	96
HH Owns PC/Non-Apple Brand Computer	19,380	68.9%	98
HH Purchased Most Recent Home Computer at Store	10,255	36.4%	98
HH Purchased Most Recent Home Computer Online	7,163	25.5%	93
HH Spent \$1-499 on Most Recent Home Computer	3,708	13.2%	95
HH Spent \$500-999 on Most Recent Home Computer	5,054	18.0%	95
HH Spent \$1K-1499 on Most Recent Home Computer	3,076	10.9%	96
HH Spent \$1500-1999 on Most Recent Home Computer	985	3.5%	86
HH Spent \$2K+ on Most Recent Home Computer	1,658	5.9%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	38,391	66.9%	103
Bought Brewed Coffee at C-Store/30 Days	7,596	13.2%	106
Bought Cigarettes at C-Store/30 Days	3,561	6.2%	102
Bought Gas at C-Store/30 Days	24,249	42.2%	105
Spent \$1-19 at C-Store/30 Days	3,908	6.8%	100
Spent \$20-39 at C-Store/30 Days	4,833	8.4%	101
Spent \$40-50 at C-Store/30 Days	3,822	6.7%	100
Spent \$51-99 at C-Store/30 Days	3,458	6.0%	107
Spent \$100+ at C-Store/30 Days	14,507	25.3%	107
Entertainment (Adults)			
Attended Movie/6 Mo	26,512	46.2%	105
Went to Live Theater/12 Mo	4,478	7.8%	89
Went to Bar or Night Club/12 Mo	9,511	16.6%	93
Dined Out/12 Mo	29,864	52.0%	93
Gambled at Casino/12 Mo	6,670	11.6%	98
Visited Theme Park/12 Mo	9,785	17.0%	108
Viewed Movie (Video-on-Demand)/30 Days	4,807	8.4%	89
Viewed TV Show (Video-on-Demand)/30 Days	3,563	6.2%	94
Used Internet to Download Movie/30 Days	3,744	6.5%	104
Downloaded Individual Song/6 Mo	11,717	20.4%	105
Used Internet to Watch Movie/30 Days	21,104	36.8%	108
Used Internet to Watch TV Program/30 Days	12,742	22.2%	99
Played (Console) Video or Electronic Game/12 Mo	7,640	13.3%	105
Played (Portable) Video or Electronic Game/12 Mo	4,155	7.2%	105
Financial (Adults)			
Have 1st Home Mortgage	19,530	34.0%	93
Used ATM or Cash Machine/12 Mo	35,070	61.1%	99
Own Any Stock	6,639	11.6%	78
Own U.S. Savings Bonds	3,450	6.0%	81
Own Shares in Mutual Fund (Stocks)	5,614	9.8%	73
Own Shares in Mutual Fund (Bonds)	3,463	6.0%	73
Have Interest Checking Account	18,691	32.6%	84
Have Non-Interest Checking Account	20,795	36.2%	98
Have Savings Account	39,313	68.5%	94
Have 401(k) Retirement Savings Plan	12,950	22.6%	92
Own or Used Any Credit/Debit Card/12 Mo	52,602	91.6%	99
Avg \$1-110 Monthly Credit Card Expenditures	5,982	10.4%	102
Avg \$111-225 Monthly Credit Card Expenditures	4,239	7.4%	107
Avg \$226-450 Monthly Credit Card Expenditures	5,269	9.2%	104
Avg \$451-700 Monthly Credit Card Expenditures	5,045	8.8%	95
Avg \$701-1000 Monthly Credit Card Expenditures	4,084	7.1%	91
Avg \$1001-2000 Monthly Credit Card Expenditures	6,085	10.6%	88
Avg \$2001+ Monthly Credit Card Expenditures	5,438	9.5%	76
Did Banking Online/12 Mo	30,999	54.0%	94
Did Banking by Mobile Device/12 Mo	26,964	47.0%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	26,588	94.5%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	21,906	77.8%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	5,480	19.5%	94
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,783	59.6%	101
HH Used Fresh Fruit or Vegetables/6 Mo	24,857	88.3%	99
HH Used Fresh Milk/6 Mo	23,489	83.5%	102
HH Used Organic Food/6 Mo	7,339	26.1%	102
Health (Adults)			
Exercise at Home 2+ Times/Wk	26,846	46.8%	96
Exercise at Club 2+ Times/Wk	6,579	11.5%	98
Visited Doctor/12 Mo	44,066	76.8%	96
Used Vitamins or Dietary Supplements/6 Mo	37,200	64.8%	98
Home (Households)			
HH Did Home Improvement/12 Mo	10,503	37.3%	103
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	9,386	33.4%	95
HH Purchased Low Ticket HH Furnishing/12 Mo	6,016	21.4%	95
HH Purchased Big Ticket HH Furnishing/12 Mo	7,274	25.8%	100
HH Bought Small Kitchen Appliance/12 Mo	7,473	26.6%	106
HH Bought Large Kitchen Appliance/12 Mo	4,573	16.2%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	26,627	46.4%	91
Personally Carry Any Med/Hosp/Accident Insur	45,451	79.2%	93
Homeowner Carries Home/Personal Property Insurance	32,072	55.9%	92
Renter Carries Home/Pers Property Insurance	7,203	12.5%	98
HH Has 1 Vehicle Covered w/Auto Insurance	9,084	32.3%	101
HH Has 2 Vehicles Covered w/Auto Insurance	9,441	33.5%	106
HH Has 3+ Vehicles Covered w/Auto Insurance	6,947	24.7%	95
Pets (Households)			
HH Owns Any Pet	14,283	50.8%	100
HH Owns Cat	5,870	20.9%	89
HH Owns Dog	11,379	40.4%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	10,791	18.8%	110
Buying American Is Important: 4-Agr Cmpl	15,358	26.8%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	8,493	14.8%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,250	12.6%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	6,076	10.6%	104
Will Pay More for Env Safe Prods: 4-Agr Cmpl	6,461	11.3%	100
Buy Based on Price Not Brands: 4-Agr Cmpl	15,841	27.6%	104
Reading (Adults)			
Bought Digital Book/12 Mo	9,599	16.7%	91
Bought Hardcover Book/12 Mo	14,534	25.3%	94
Bought Paperback Book/12 Mo	18,983	33.1%	96
Read Daily Newspaper (Paper Version)	5,581	9.7%	90
Read Digital Newspaper/30 Days	33,278	58.0%	99
Read Magazine (Paper/Electronic Vers)/6 Mo	50,219	87.5%	100

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 2402 W Wall St, Midland, Texas, 79701
 Ring: 3 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99192
 Longitude: -102.10127

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	41,644	72.5%	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	13,995	24.4%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	53,118	92.5%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	25,059	43.7%	110
Ordered Eat-In Fast Food/6 Mo	16,971	29.6%	102
Ordered Home Delivery Fast Food/6 Mo	9,285	16.2%	125
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	29,913	52.1%	99
Ordered Take-Out/Walk-In Fast Food/6 Mo	12,460	21.7%	95
Television & Electronics (Adults/Households)			
Own Tablet	32,511	56.6%	99
Own E-Reader	7,629	13.3%	84
Own E-Reader/Tablet: Apple iPad	20,512	35.7%	98
HH Owns Internet Connectable TV	11,170	39.7%	97
Own Portable MP3 Player	5,061	8.8%	98
HH Owns 1 TV	4,784	17.0%	92
HH Owns 2 TVs	7,745	27.5%	99
HH Owns 3 TVs	6,535	23.2%	104
HH Owns 4+ TVs	6,419	22.8%	103
HH Subscribes to Cable TV	8,238	29.3%	95
HH Subscribes to Fiber Optic TV	1,323	4.7%	92
HH Owns Portable GPS Device	4,602	16.4%	88
HH Purchased Video Game System/12 Mo	2,301	8.2%	105
HH Owns Internet Video Device for TV	14,800	52.6%	100
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	31,733	55.3%	95
Took 3+ Domestic Non-Business Trips/12 Mo	8,063	14.0%	86
Spent \$1-999 on Domestic Vacations/12 Mo	6,814	11.9%	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,522	6.1%	90
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,245	3.9%	88
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,659	4.6%	89
Spent \$3K+ on Domestic Vacations/12 Mo	4,606	8.0%	83
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,438	6.0%	96
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	17,856	31.1%	103
Took 3+ Foreign Trips by Plane/3 Yrs	3,238	5.6%	104
Spent \$1-999 on Foreign Vacations/12 Mo	3,021	5.3%	94
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,477	4.3%	129
Spent \$3K+ on Foreign Vacations/12 Mo	3,436	6.0%	100
Used General Travel Site: Foreign Trip/3 Yrs	2,881	5.0%	89
Spent Night at Hotel or Motel/12 Mo	27,299	47.6%	94
Took Cruise of More Than One Day/3 Yrs	4,441	7.7%	91
Member of Frequent Flyer Program	13,451	23.4%	84
Member of Hotel Rewards Program	14,133	24.6%	85

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

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

2402 W Wall St, Midland, Texas, 79701 3
 2402 W Wall St, Midland, Texas, 79701
 Ring: 5 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99192
 Longitude: -102.10127

Demographic Summary	2024	2029
Population	134,414	139,444
Population 18+	98,386	102,862
Households	49,565	52,545
Median Household Income	\$91,185	\$102,770

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	62,924	64.0%	102
Bought Women`s Clothing/12 Mo	52,551	53.4%	102
Bought Shoes/12 Mo	75,122	76.4%	102
Bought Fine Jewelry/12 Mo	22,713	23.1%	106
Bought Watch/12 Mo	13,616	13.8%	104
Automobiles (Households)			
HH Owns or Leases Any Vehicle	46,111	93.0%	103
HH Bought or Leased New Vehicle/12 Mo	4,730	9.5%	103
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	90,420	91.9%	102
Bought or Changed Motor Oil/12 Mo	55,397	56.3%	105
Had Vehicle Tune-Up/12 Mo	24,457	24.9%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	39,377	40.0%	107
Drank Beer or Ale/6 Mo	38,156	38.8%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,832	9.0%	92
Own Digital SLR Camera or Camcorder	9,705	9.9%	95
Printed Digital Photos/12 Mo	26,036	26.5%	102
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	36,051	36.6%	101
Have a Smartphone	93,470	95.0%	101
Have Android Phone (Any Brand) Smartphone	37,296	37.9%	99
Have Apple iPhone Smartphone	58,507	59.5%	104
HH Owns 1 Cell Phone	13,104	26.4%	88
HH Owns 2 Cell Phones	18,627	37.6%	95
HH Owns 3+ Cell Phones	16,892	34.1%	119
HH Has Cell Phone Only (No Landline Telephone)	36,737	74.1%	103
Computers (Households)			
HH Owns Computer	41,830	84.4%	100
HH Owns Desktop Computer	19,308	39.0%	100
HH Owns Laptop or Notebook	34,927	70.5%	102
HH Owns Apple/Mac Brand Computer	12,815	25.9%	105
HH Owns PC/Non-Apple Brand Computer	35,034	70.7%	101
HH Purchased Most Recent Home Computer at Store	18,533	37.4%	100
HH Purchased Most Recent Home Computer Online	13,541	27.3%	100
HH Spent \$1-499 on Most Recent Home Computer	6,444	13.0%	94
HH Spent \$500-999 on Most Recent Home Computer	9,389	18.9%	100
HH Spent \$1K-1499 on Most Recent Home Computer	5,838	11.8%	104
HH Spent \$1500-1999 on Most Recent Home Computer	1,931	3.9%	96
HH Spent \$2K+ on Most Recent Home Computer	3,237	6.5%	107

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Retail Market Potential

2402 W Wall St, Midland, Texas, 79701 3
 2402 W Wall St, Midland, Texas, 79701
 Ring: 5 mile radius

Dub House, MAI, CCIM
 Latitude: 31.99192
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	65,431	66.5%	102
Bought Brewed Coffee at C-Store/30 Days	12,663	12.9%	103
Bought Cigarettes at C-Store/30 Days	5,695	5.8%	95
Bought Gas at C-Store/30 Days	41,136	41.8%	104
Spent \$1-19 at C-Store/30 Days	6,818	6.9%	102
Spent \$20-39 at C-Store/30 Days	8,327	8.5%	101
Spent \$40-50 at C-Store/30 Days	6,629	6.7%	101
Spent \$51-99 at C-Store/30 Days	5,753	5.8%	104
Spent \$100+ at C-Store/30 Days	24,095	24.5%	104
Entertainment (Adults)			
Attended Movie/6 Mo	45,639	46.4%	105
Went to Live Theater/12 Mo	8,270	8.4%	96
Went to Bar or Night Club/12 Mo	16,959	17.2%	97
Dined Out/12 Mo	53,927	54.8%	98
Gambled at Casino/12 Mo	11,561	11.8%	99
Visited Theme Park/12 Mo	16,946	17.2%	110
Viewed Movie (Video-on-Demand)/30 Days	9,103	9.3%	98
Viewed TV Show (Video-on-Demand)/30 Days	6,450	6.6%	100
Used Internet to Download Movie/30 Days	6,573	6.7%	107
Downloaded Individual Song/6 Mo	20,110	20.4%	105
Used Internet to Watch Movie/30 Days	36,477	37.1%	109
Used Internet to Watch TV Program/30 Days	22,881	23.3%	104
Played (Console) Video or Electronic Game/12 Mo	13,274	13.5%	107
Played (Portable) Video or Electronic Game/12 Mo	7,062	7.2%	104
Financial (Adults)			
Have 1st Home Mortgage	37,003	37.6%	103
Used ATM or Cash Machine/12 Mo	60,667	61.7%	100
Own Any Stock	13,433	13.7%	92
Own U.S. Savings Bonds	6,450	6.6%	89
Own Shares in Mutual Fund (Stocks)	11,506	11.7%	87
Own Shares in Mutual Fund (Bonds)	7,099	7.2%	87
Have Interest Checking Account	35,085	35.7%	92
Have Non-Interest Checking Account	36,059	36.7%	99
Have Savings Account	70,311	71.5%	98
Have 401(k) Retirement Savings Plan	24,415	24.8%	102
Own or Used Any Credit/Debit Card/12 Mo	91,085	92.6%	100
Avg \$1-110 Monthly Credit Card Expenditures	9,775	9.9%	97
Avg \$111-225 Monthly Credit Card Expenditures	7,111	7.2%	105
Avg \$226-450 Monthly Credit Card Expenditures	8,781	8.9%	102
Avg \$451-700 Monthly Credit Card Expenditures	8,953	9.1%	98
Avg \$701-1000 Monthly Credit Card Expenditures	7,379	7.5%	96
Avg \$1001-2000 Monthly Credit Card Expenditures	11,374	11.6%	96
Avg \$2001+ Monthly Credit Card Expenditures	11,590	11.8%	94
Did Banking Online/12 Mo	55,879	56.8%	99
Did Banking by Mobile Device/12 Mo	48,396	49.2%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	46,800	94.4%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	38,671	78.0%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	10,027	20.2%	98
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	29,572	59.7%	102
HH Used Fresh Fruit or Vegetables/6 Mo	44,128	89.0%	100
HH Used Fresh Milk/6 Mo	41,042	82.8%	101
HH Used Organic Food/6 Mo	13,247	26.7%	105
Health (Adults)			
Exercise at Home 2+ Times/Wk	47,690	48.5%	100
Exercise at Club 2+ Times/Wk	12,099	12.3%	105
Visited Doctor/12 Mo	76,870	78.1%	98
Used Vitamins or Dietary Supplements/6 Mo	64,790	65.9%	99
Home (Households)			
HH Did Home Improvement/12 Mo	18,746	37.8%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	17,777	35.9%	103
HH Purchased Low Ticket HH Furnishing/12 Mo	11,083	22.4%	100
HH Purchased Big Ticket HH Furnishing/12 Mo	13,211	26.7%	103
HH Bought Small Kitchen Appliance/12 Mo	13,109	26.4%	106
HH Bought Large Kitchen Appliance/12 Mo	8,349	16.8%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	48,877	49.7%	97
Personally Carry Any Med/Hosp/Accident Insur	80,721	82.0%	96
Homeowner Carries Home/Personal Property Insurance	58,240	59.2%	98
Renter Carries Home/Pers Property Insurance	12,499	12.7%	99
HH Has 1 Vehicle Covered w/Auto Insurance	15,446	31.2%	97
HH Has 2 Vehicles Covered w/Auto Insurance	17,070	34.4%	109
HH Has 3+ Vehicles Covered w/Auto Insurance	12,725	25.7%	99
Pets (Households)			
HH Owns Any Pet	25,369	51.2%	101
HH Owns Cat	10,423	21.0%	90
HH Owns Dog	19,967	40.3%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	18,079	18.4%	108
Buying American Is Important: 4-Agr Cmpl	26,497	26.9%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	14,532	14.8%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	12,513	12.7%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	10,209	10.4%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	10,993	11.2%	99
Buy Based on Price Not Brands: 4-Agr Cmpl	26,521	27.0%	101
Reading (Adults)			
Bought Digital Book/12 Mo	17,753	18.0%	99
Bought Hardcover Book/12 Mo	26,217	26.6%	99
Bought Paperback Book/12 Mo	33,981	34.5%	100
Read Daily Newspaper (Paper Version)	9,086	9.2%	85
Read Digital Newspaper/30 Days	57,858	58.8%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	86,637	88.1%	101

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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
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Went to Family Restrnrt/SteakHse/6 Mo	72,102	73.3%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	24,270	24.7%	106
Went to Fast Food/Drive-In Restaurant/6 Mo	90,980	92.5%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	42,257	43.0%	108
Ordered Eat-In Fast Food/6 Mo	29,287	29.8%	103
Ordered Home Delivery Fast Food/6 Mo	15,201	15.5%	119
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	52,498	53.4%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,128	22.5%	99
Television & Electronics (Adults/Households)			
Own Tablet	57,608	58.6%	102
Own E-Reader	14,597	14.8%	94
Own E-Reader/Tablet: Apple iPad	38,019	38.6%	106
HH Owns Internet Connectable TV	20,701	41.8%	102
Own Portable MP3 Player	8,944	9.1%	101
HH Owns 1 TV	8,342	16.8%	91
HH Owns 2 TVs	13,660	27.6%	99
HH Owns 3 TVs	11,436	23.1%	103
HH Owns 4+ TVs	11,704	23.6%	107
HH Subscribes to Cable TV	14,895	30.1%	97
HH Subscribes to Fiber Optic TV	2,642	5.3%	104
HH Owns Portable GPS Device	8,447	17.0%	92
HH Purchased Video Game System/12 Mo	4,039	8.1%	105
HH Owns Internet Video Device for TV	27,079	54.6%	103
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	57,398	58.3%	100
Took 3+ Domestic Non-Business Trips/12 Mo	15,308	15.6%	95
Spent \$1-999 on Domestic Vacations/12 Mo	12,025	12.2%	100
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,530	6.6%	97
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,263	4.3%	98
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,935	5.0%	96
Spent \$3K+ on Domestic Vacations/12 Mo	9,174	9.3%	96
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,236	6.3%	101
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	31,800	32.3%	107
Took 3+ Foreign Trips by Plane/3 Yrs	5,838	5.9%	109
Spent \$1-999 on Foreign Vacations/12 Mo	5,511	5.6%	100
Spent \$1K-2999 on Foreign Vacations/12 Mo	4,045	4.1%	123
Spent \$3K+ on Foreign Vacations/12 Mo	6,247	6.3%	107
Used General Travel Site: Foreign Trip/3 Yrs	5,315	5.4%	96
Spent Night at Hotel or Motel/12 Mo	49,741	50.6%	100
Took Cruise of More Than One Day/3 Yrs	8,354	8.5%	100
Member of Frequent Flyer Program	27,040	27.5%	99
Member of Hotel Rewards Program	27,690	28.1%	97

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