Retail Market Potential

4300 W Wadley Ave, Midland, Texas, 79707

Ring: 1 mile radius

Demographic Summary	2025	2030
Population	15,799	15,882
Population 18+	12,100	12,256
Households	6,589	6,742
Median Household Income	$73,636	$81,753

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	7,642	63.2%	100
Bought Women`s Clothing Last 12 Mo	6,463	53.4%	102
Bought Shoes Last 12 Mo	9,151	75.6%	100
Bought Fine Jewelry Last 12 Mo	2,673	22.1%	101
Bought Watch Last 12 Mo	1,583	13.1%	102
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	6,001	91.1%	102
HH Bought or Leased New Vehicle Last 12 Mo	505	7.7%	90
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	11,045	91.3%	102
Bought or Changed Motor Oil Last 12 Mo	6,620	54.7%	101
Had Vehicle Tune-Up Last 12 Mo	2,716	22.4%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	4,670	38.6%	101
Drank Beer or Ale Last 6 Mo	4,549	37.6%	101

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 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	1,024	8.5%	100
Own Digital SLR Camera or Camcorder	1,130	9.3%	96
Printed Digital Photos Last 12 Mo	3,026	25.0%	100
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	4,124	34.1%	99
Have a Smartphone	11,501	95.0%	101
Have Android Phone (Any Brand) Smartphone	4,516	37.3%	99
Have Apple iPhone Smartphone	7,251	59.9%	102
HH Owns 1 Cell Phone	2,201	33.4%	111
HH Owns 2 Cell Phones	2,501	38.0%	98
HH Owns 3+ Cell Phones	1,734	26.3%	91
HH Has Cell Phone Only (No Landline Telephone)	5,192	78.8%	105
Computers (Households)			
HH Owns Computer	5,567	84.5%	102
HH Owns Desktop Computer	2,469	37.5%	101
HH Owns Laptop or Notebook	4,621	70.1%	102
HH Owns Apple or Mac Brand Computer	1,612	24.5%	98
HH Owns PC or Non-Apple Brand Computer	4,687	71.1%	103
HH Purchased Most Recent Home Computer at Store	2,336	35.5%	101
HH Purchased Most Recent Home Computer Online	1,811	27.5%	102
HH Spent $1-499 on Most Recent Home Computer	854	13.0%	100
HH Spent $500-999 on Most Recent Home Computer	1,215	18.4%	104
HH Spent $1K-1499 on Most Recent Home Computer	719	10.9%	98
HH Spent $1500-1999 on Most Recent Home Computer	270	4.1%	101
HH Spent $2000+ on Most Recent Home Computer	411	6.2%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	8,200	67.8%	103
Bought Brewed Coffee at Convenience Store Last 30 Days	1,568	13.0%	103
Bought Cigarettes at Convenience Store Last 30 Days	684	5.7%	99
Bought Gas at Convenience Store Last 30 Days	5,162	42.7%	104
Spent $1-19 at Convenience Store Last 30 Days	787	6.5%	103
Spent $20-39 at Convenience Store Last 30 Days	1,037	8.6%	106
Spent $40-50 at Convenience Store Last 30 Days	810	6.7%	106
Spent $51-99 at Convenience Store Last 30 Days	707	5.8%	110
Spent $100+ at Convenience Store Last 30 Days	2,941	24.3%	99
Entertainment (Adults)			
Attended Movie Last 6 Mo	6,592	54.5%	102
Went to Live Theater Last 12 Mo	1,505	12.4%	107
Went to Bar or Night Club Last 12 Mo	2,438	20.1%	104
Dined Out Last 12 Mo	6,710	55.5%	99
Gambled at Casino Last 12 Mo	1,513	12.5%	97
Visited Theme Park Last 12 Mo	2,284	18.9%	100
Viewed Movie (Video-on-Demand) Last 30 Days	972	8.0%	98
Viewed TV Show (Video-on-Demand) Last 30 Days	648	5.4%	98
Used Internet to Download Movie Last 30 Days	831	6.9%	102
Downloaded Individual Song Last 6 Mo	2,157	17.8%	98
Used Internet to Watch Movie Last 30 Days	4,513	37.3%	106
Used Internet to Watch TV Program Last 30 Days	3,020	25.0%	110
Played (Console) Video or Electronic Game Last 12 Mo	1,720	14.2%	111
Played (Portable) Video or Electronic Game Last 12 Mo	956	7.9%	109

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

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	4,248	35.1%	100
Used ATM or Cash Machine Last 12 Mo	7,440	61.5%	101
Own Any Stock	1,623	13.4%	98
Own U.S. Savings Bonds	922	7.6%	102
Own Shares in Mutual Fund (Stocks)	1,393	11.5%	96
Own Shares in Mutual Fund (Bonds)	882	7.3%	95
Have Interest Checking Account	4,538	37.5%	100
Have Non-Interest Checking Account	4,373	36.1%	100
Have Savings Account	8,840	73.1%	102
Have 401(k) Retirement Savings Plan	3,049	25.2%	104
Own or Used Any Credit or Debit Card Last 12 Mo	11,251	93.0%	101
Avg $1-110 Monthly Credit Card Expenditures	2,427	20.1%	103
Avg $111-225 Monthly Credit Card Expenditures	1,510	12.5%	102
Avg $226-450 Monthly Credit Card Expenditures	1,100	9.1%	108
Avg $451-700 Monthly Credit Card Expenditures	1,106	9.1%	105
Avg $701-1000 Monthly Credit Card Expenditures	943	7.8%	100
Avg $1001-2000 Monthly Credit Card Expenditures	1,419	11.7%	102
Avg $2001+ Monthly Credit Card Expenditures	1,535	12.7%	94
Did Online Banking Last 12 Mo	6,886	56.9%	102
Did Mobile Device Banking Last 12 Mo	6,169	51.0%	104
Grocery (Adults)			
HH Used Bread Last 6 Mo	6,174	93.7%	99
HH Used Chicken (Fresh or Frozen) Last 6 Mo	5,047	76.6%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	1,324	20.1%	100
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	3,713	56.4%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	5,970	90.6%	100
HH Used Fresh Milk Last 6 Mo	5,371	81.5%	100
HH Used Organic Food Last 6 Mo	1,620	24.6%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	5,538	45.8%	100
Exercise at Club 2+ Times Per Week	1,708	14.1%	106
Visited Doctor Last 12 Mo	9,655	79.8%	100
Used Vitamins or Dietary Supplements Last 6 Mo	7,919	65.5%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	2,114	32.1%	95
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	2,183	33.1%	97
HH Purchased Low Ticket HH Furnishing Last 12 Mo	1,407	21.4%	102
HH Purchased Big Ticket HH Furnishing Last 12 Mo	1,673	25.4%	106
HH Bought Small Kitchen Appliance Last 12 Mo	1,576	23.9%	105
HH Purchased Large Appliance/12 Mo	1,201	18.2%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	6,102	50.4%	100
Personally Carry Any Medical or Hospital or Accident Insurance	10,172	84.1%	99
Homeowner Carries Insurance on Home/Personal Property	6,826	56.4%	96
Renter Carries Insurance on Home/Personal Property	1,845	15.3%	114
HH Has 1 Vehicle Covered with Auto Insurance	2,323	35.3%	109
HH Has 2 Vehicles Covered with Auto Insurance	2,133	32.4%	105
HH Has 3+ Vehicles Covered with Auto Insurance	1,450	22.0%	87

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	3,189	48.4%	94
HH Owns 1+ Cats	1,472	22.3%	93
HH Owns 1+ Dogs	2,234	33.9%	89
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	1,982	16.4%	102
Buying American Is Important: 4-Agr Cmpl	3,120	25.8%	94
Buy Based on Quality Not Price: 4-Agr Cmpl	1,807	14.9%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,463	12.1%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	1,186	9.8%	98
Will Pay More for Environ Safe Products: 4-Agr Cmpl	1,369	11.3%	104
Buy Based on Price Not Brands: 4-Agr Cmpl	3,392	28.0%	103
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	490	4.0%	103
Reading (Adults)			
Bought Digital Book Last 12 Mo	2,152	17.8%	100
Bought Hardcover Book Last 12 Mo	3,215	26.6%	103
Bought Paperback Book Last 12 Mo	4,250	35.1%	104
Read Daily Newspaper (Paper Version)	744	6.2%	88
Read Digital Newspaper Last 30 Days	6,788	56.1%	103
Read Magazine (Paper or Electronic Version) Last 6 Mo	10,593	87.5%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	9,003	74.4%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	3,033	25.1%	103
Went to Fast Food or Drive-In Restaurant Last 6 Mo	11,113	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	4,978	41.1%	104
Ordered Eat-In Fast Food Last 6 Mo	3,940	32.6%	98
Ordered Home Delivery Fast Food Last 6 Mo	1,662	13.7%	112
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	6,079	50.2%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,802	23.2%	101
Television & Electronics (Adults/Households)			
Own Tablet	6,753	55.8%	99
Own E-Reader	2,107	17.4%	106
Own E-Reader or Tablet: Apple iPad	4,369	36.1%	100
HH Owns Internet Connectable TV	2,726	41.4%	100
Own Portable MP3 Player	925	7.6%	100
HH Owns 1 TV	1,363	20.7%	105
HH Owns 2 TVs	1,944	29.5%	106
HH Owns 3 TVs	1,412	21.4%	97
HH Owns 4+ TVs	1,299	19.7%	90
HH Subscribes to Cable TV	1,907	28.9%	102
HH Subscribes to Fiber Optic TV	222	3.4%	104
HH Owns Portable GPS Device	1,036	15.7%	95
HH Purchased Video Game System Last 12 Mo	447	6.8%	96
HH Owns Internet Video Device for TV	3,497	53.1%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	7,699	63.6%	103
Took 3+ Domestic Non-Business Trips Last 12 Mo	2,183	18.0%	99
Spent $1-999 on Domestic Vacations Last 12 Mo	1,395	11.5%	105
Spent $1K-1499 on Domestic Vacations Last 12 Mo	855	7.1%	102
Spent $1500-1999 on Domestic Vacations Last 12 Mo	572	4.7%	99
Spent $2K-2999 on Domestic Vacations Last 12 Mo	708	5.8%	104
Spent $3K+ on Domestic Vacations Last 12 Mo	1,386	11.4%	96
Used Internet Travel Site for Domestic Trip Last 12 Mo	776	6.4%	100
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	3,657	30.2%	99
Took 3+ Foreign Trips by Plane Last 3 Yrs	604	5.0%	90
Spent $1-999 on Foreign Vacations Last 12 Mo	502	4.2%	98
Spent $1K-2999 on Foreign Vacations Last 12 Mo	568	4.7%	109
Spent $3K+ on Foreign Vacations Last 12 Mo	1,100	9.1%	94
Used General Travel Site: Foreign Trip Last 3 Yrs	638	5.3%	98
Spent Night at Hotel or Motel Last 12 Mo	6,726	55.6%	102
Took Cruise of More Than One Day Last 3 Yrs	1,088	9.0%	102
Member of Frequent Flyer Program	3,283	27.1%	99
Member of Hotel Rewards Program	3,539	29.3%	99

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Ring: 2 mile radius

Demographic Summary	2025	2030
Population	46,686	47,156
Population 18+	34,834	35,386
Households	18,635	19,108
Median Household Income	$96,298	$103,389

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	22,364	64.2%	101
Bought Women`s Clothing Last 12 Mo	18,634	53.5%	102
Bought Shoes Last 12 Mo	26,692	76.6%	101
Bought Fine Jewelry Last 12 Mo	7,755	22.3%	101
Bought Watch Last 12 Mo	4,480	12.9%	100
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	17,191	92.3%	103
HH Bought or Leased New Vehicle Last 12 Mo	1,627	8.7%	103
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	31,989	91.8%	103
Bought or Changed Motor Oil Last 12 Mo	19,081	54.8%	101
Had Vehicle Tune-Up Last 12 Mo	7,968	22.9%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	13,226	38.0%	100
Drank Beer or Ale Last 6 Mo	13,314	38.2%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	3,092	8.9%	104
Own Digital SLR Camera or Camcorder	3,586	10.3%	106
Printed Digital Photos Last 12 Mo	9,055	26.0%	104
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	11,859	34.0%	99
Have a Smartphone	33,192	95.3%	101
Have Android Phone (Any Brand) Smartphone	12,528	36.0%	96
Have Apple iPhone Smartphone	21,501	61.7%	105
HH Owns 1 Cell Phone	5,388	28.9%	96
HH Owns 2 Cell Phones	7,244	38.9%	100
HH Owns 3+ Cell Phones	5,595	30.0%	104
HH Has Cell Phone Only (No Landline Telephone)	14,618	78.4%	104
Computers (Households)			
HH Owns Computer	16,056	86.2%	104
HH Owns Desktop Computer	7,169	38.5%	103
HH Owns Laptop or Notebook	13,356	71.7%	104
HH Owns Apple or Mac Brand Computer	4,833	25.9%	104
HH Owns PC or Non-Apple Brand Computer	13,481	72.3%	104
HH Purchased Most Recent Home Computer at Store	6,719	36.1%	103
HH Purchased Most Recent Home Computer Online	5,325	28.6%	106
HH Spent $1-499 on Most Recent Home Computer	2,411	12.9%	100
HH Spent $500-999 on Most Recent Home Computer	3,512	18.9%	106
HH Spent $1K-1499 on Most Recent Home Computer	2,157	11.6%	104
HH Spent $1500-1999 on Most Recent Home Computer	810	4.3%	107
HH Spent $2000+ on Most Recent Home Computer	1,270	6.8%	108

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	23,444	67.3%	102
Bought Brewed Coffee at Convenience Store Last 30 Days	4,461	12.8%	102
Bought Cigarettes at Convenience Store Last 30 Days	1,713	4.9%	86
Bought Gas at Convenience Store Last 30 Days	14,746	42.3%	103
Spent $1-19 at Convenience Store Last 30 Days	2,373	6.8%	108
Spent $20-39 at Convenience Store Last 30 Days	2,906	8.3%	103
Spent $40-50 at Convenience Store Last 30 Days	2,248	6.5%	102
Spent $51-99 at Convenience Store Last 30 Days	2,016	5.8%	109
Spent $100+ at Convenience Store Last 30 Days	8,394	24.1%	98
Entertainment (Adults)			
Attended Movie Last 6 Mo	19,579	56.2%	106
Went to Live Theater Last 12 Mo	4,447	12.8%	110
Went to Bar or Night Club Last 12 Mo	7,098	20.4%	105
Dined Out Last 12 Mo	19,972	57.3%	102
Gambled at Casino Last 12 Mo	4,422	12.7%	99
Visited Theme Park Last 12 Mo	7,083	20.3%	108
Viewed Movie (Video-on-Demand) Last 30 Days	3,029	8.7%	106
Viewed TV Show (Video-on-Demand) Last 30 Days	1,964	5.6%	103
Used Internet to Download Movie Last 30 Days	2,457	7.0%	104
Downloaded Individual Song Last 6 Mo	6,309	18.1%	100
Used Internet to Watch Movie Last 30 Days	13,030	37.4%	106
Used Internet to Watch TV Program Last 30 Days	8,508	24.4%	108
Played (Console) Video or Electronic Game Last 12 Mo	4,941	14.2%	111
Played (Portable) Video or Electronic Game Last 12 Mo	2,808	8.1%	111

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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	13,519	38.8%	110
Used ATM or Cash Machine Last 12 Mo	21,385	61.4%	101
Own Any Stock	5,056	14.5%	106
Own U.S. Savings Bonds	2,726	7.8%	104
Own Shares in Mutual Fund (Stocks)	4,264	12.2%	102
Own Shares in Mutual Fund (Bonds)	2,683	7.7%	101
Have Interest Checking Account	13,604	39.0%	104
Have Non-Interest Checking Account	12,620	36.2%	100
Have Savings Account	25,977	74.6%	104
Have 401(k) Retirement Savings Plan	9,349	26.8%	111
Own or Used Any Credit or Debit Card Last 12 Mo	32,496	93.3%	101
Avg $1-110 Monthly Credit Card Expenditures	6,796	19.5%	100
Avg $111-225 Monthly Credit Card Expenditures	4,451	12.8%	104
Avg $226-450 Monthly Credit Card Expenditures	3,016	8.7%	103
Avg $451-700 Monthly Credit Card Expenditures	3,195	9.2%	105
Avg $701-1000 Monthly Credit Card Expenditures	2,891	8.3%	106
Avg $1001-2000 Monthly Credit Card Expenditures	4,293	12.3%	107
Avg $2001+ Monthly Credit Card Expenditures	4,984	14.3%	107
Did Online Banking Last 12 Mo	20,329	58.4%	105
Did Mobile Device Banking Last 12 Mo	18,242	52.4%	107
Grocery (Adults)			
HH Used Bread Last 6 Mo	17,535	94.1%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	14,407	77.3%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	3,757	20.2%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	10,656	57.2%	100
HH Used Fresh Fruit or Vegetables Last 6 Mo	16,963	91.0%	101
HH Used Fresh Milk Last 6 Mo	15,303	82.1%	100
HH Used Organic Food Last 6 Mo	4,674	25.1%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	16,348	46.9%	102
Exercise at Club 2+ Times Per Week	5,041	14.5%	109
Visited Doctor Last 12 Mo	27,948	80.2%	101
Used Vitamins or Dietary Supplements Last 6 Mo	23,027	66.1%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	6,403	34.4%	101
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	6,641	35.6%	105
HH Purchased Low Ticket HH Furnishing Last 12 Mo	4,020	21.6%	103
HH Purchased Big Ticket HH Furnishing Last 12 Mo	4,783	25.7%	107
HH Bought Small Kitchen Appliance Last 12 Mo	4,425	23.8%	104
HH Purchased Large Appliance/12 Mo	3,465	18.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	18,342	52.7%	104
Personally Carry Any Medical or Hospital or Accident Insurance	29,605	85.0%	100
Homeowner Carries Insurance on Home/Personal Property	20,954	60.1%	102
Renter Carries Insurance on Home/Personal Property	5,001	14.4%	108
HH Has 1 Vehicle Covered with Auto Insurance	6,071	32.6%	101
HH Has 2 Vehicles Covered with Auto Insurance	6,153	33.0%	107
HH Has 3+ Vehicles Covered with Auto Insurance	4,689	25.2%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	9,455	50.7%	99
HH Owns 1+ Cats	4,145	22.2%	93
HH Owns 1+ Dogs	6,919	37.1%	97
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	5,607	16.1%	101
Buying American Is Important: 4-Agr Cmpl	8,877	25.5%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	5,035	14.4%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	4,288	12.3%	100
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	3,330	9.6%	96
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,790	10.9%	100
Buy Based on Price Not Brands: 4-Agr Cmpl	9,567	27.5%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,349	3.9%	98
Reading (Adults)			
Bought Digital Book Last 12 Mo	6,475	18.6%	105
Bought Hardcover Book Last 12 Mo	9,323	26.8%	104
Bought Paperback Book Last 12 Mo	12,378	35.5%	105
Read Daily Newspaper (Paper Version)	1,919	5.5%	79
Read Digital Newspaper Last 30 Days	19,526	56.0%	103
Read Magazine (Paper or Electronic Version) Last 6 Mo	30,539	87.7%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	26,350	75.6%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	9,072	26.0%	107
Went to Fast Food or Drive-In Restaurant Last 6 Mo	32,156	92.3%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	14,440	41.5%	104
Ordered Eat-In Fast Food Last 6 Mo	11,655	33.5%	101
Ordered Home Delivery Fast Food Last 6 Mo	4,754	13.7%	111
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	17,863	51.3%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	8,183	23.5%	103
Television & Electronics (Adults/Households)			
Own Tablet	20,096	57.7%	103
Own E-Reader	6,125	17.6%	107
Own E-Reader or Tablet: Apple iPad	13,345	38.3%	106
HH Owns Internet Connectable TV	7,989	42.9%	103
Own Portable MP3 Player	2,734	7.8%	102
HH Owns 1 TV	3,537	19.0%	96
HH Owns 2 TVs	5,323	28.6%	103
HH Owns 3 TVs	4,052	21.7%	99
HH Owns 4+ TVs	4,218	22.6%	103
HH Subscribes to Cable TV	5,316	28.5%	101
HH Subscribes to Fiber Optic TV	669	3.6%	111
HH Owns Portable GPS Device	3,037	16.3%	98
HH Purchased Video Game System Last 12 Mo	1,301	7.0%	99
HH Owns Internet Video Device for TV	10,223	54.9%	104

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	22,761	65.3%	106
Took 3+ Domestic Non-Business Trips Last 12 Mo	6,671	19.1%	105
Spent $1-999 on Domestic Vacations Last 12 Mo	3,904	11.2%	102
Spent $1K-1499 on Domestic Vacations Last 12 Mo	2,495	7.2%	103
Spent $1500-1999 on Domestic Vacations Last 12 Mo	1,798	5.2%	108
Spent $2K-2999 on Domestic Vacations Last 12 Mo	2,176	6.3%	111
Spent $3K+ on Domestic Vacations Last 12 Mo	4,557	13.1%	110
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,382	6.8%	107
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	11,198	32.1%	106
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,956	5.6%	101
Spent $1-999 on Foreign Vacations Last 12 Mo	1,532	4.4%	104
Spent $1K-2999 on Foreign Vacations Last 12 Mo	1,638	4.7%	109
Spent $3K+ on Foreign Vacations Last 12 Mo	3,506	10.1%	104
Used General Travel Site: Foreign Trip Last 3 Yrs	1,980	5.7%	106
Spent Night at Hotel or Motel Last 12 Mo	20,058	57.6%	106
Took Cruise of More Than One Day Last 3 Yrs	3,410	9.8%	111
Member of Frequent Flyer Program	10,494	30.1%	109
Member of Hotel Rewards Program	11,023	31.6%	108

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Retail Market Potential

4300 W Wadley Ave, Midland, Texas, 79707

Ring: 3 mile radius

Demographic Summary	2025	2030
Population	82,845	85,129
Population 18+	61,208	63,273
Households	32,139	33,553
Median Household Income	$102,370	$108,531

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	39,266	64.2%	101
Bought Women`s Clothing Last 12 Mo	32,833	53.6%	103
Bought Shoes Last 12 Mo	46,924	76.7%	101
Bought Fine Jewelry Last 12 Mo	13,765	22.5%	102
Bought Watch Last 12 Mo	7,792	12.7%	99
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	29,731	92.5%	103
HH Bought or Leased New Vehicle Last 12 Mo	2,984	9.3%	109
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	56,079	91.6%	103
Bought or Changed Motor Oil Last 12 Mo	33,510	54.8%	101
Had Vehicle Tune-Up Last 12 Mo	14,157	23.1%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	23,462	38.3%	101
Drank Beer or Ale Last 6 Mo	23,468	38.3%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	5,321	8.7%	102
Own Digital SLR Camera or Camcorder	6,331	10.3%	107
Printed Digital Photos Last 12 Mo	15,917	26.0%	104
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	20,920	34.2%	99
Have a Smartphone	58,253	95.2%	101
Have Android Phone (Any Brand) Smartphone	21,474	35.1%	93
Have Apple iPhone Smartphone	38,323	62.6%	107
HH Owns 1 Cell Phone	8,680	27.0%	90
HH Owns 2 Cell Phones	12,371	38.5%	99
HH Owns 3+ Cell Phones	10,397	32.4%	112
HH Has Cell Phone Only (No Landline Telephone)	24,757	77.0%	102
Computers (Households)			
HH Owns Computer	27,641	86.0%	104
HH Owns Desktop Computer	12,411	38.6%	104
HH Owns Laptop or Notebook	23,047	71.7%	104
HH Owns Apple or Mac Brand Computer	8,576	26.7%	107
HH Owns PC or Non-Apple Brand Computer	23,175	72.1%	104
HH Purchased Most Recent Home Computer at Store	11,614	36.1%	103
HH Purchased Most Recent Home Computer Online	9,179	28.6%	106
HH Spent $1-499 on Most Recent Home Computer	4,037	12.6%	97
HH Spent $500-999 on Most Recent Home Computer	6,042	18.8%	106
HH Spent $1K-1499 on Most Recent Home Computer	3,818	11.9%	107
HH Spent $1500-1999 on Most Recent Home Computer	1,407	4.4%	107
HH Spent $2000+ on Most Recent Home Computer	2,228	6.9%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	40,584	66.3%	101
Bought Brewed Coffee at Convenience Store Last 30 Days	7,759	12.7%	101
Bought Cigarettes at Convenience Store Last 30 Days	2,847	4.7%	81
Bought Gas at Convenience Store Last 30 Days	25,354	41.4%	101
Spent $1-19 at Convenience Store Last 30 Days	4,264	7.0%	110
Spent $20-39 at Convenience Store Last 30 Days	5,074	8.3%	103
Spent $40-50 at Convenience Store Last 30 Days	3,854	6.3%	100
Spent $51-99 at Convenience Store Last 30 Days	3,358	5.5%	103
Spent $100+ at Convenience Store Last 30 Days	14,553	23.8%	96
Entertainment (Adults)			
Attended Movie Last 6 Mo	34,340	56.1%	105
Went to Live Theater Last 12 Mo	7,575	12.4%	106
Went to Bar or Night Club Last 12 Mo	12,205	19.9%	103
Dined Out Last 12 Mo	34,945	57.1%	102
Gambled at Casino Last 12 Mo	7,720	12.6%	98
Visited Theme Park Last 12 Mo	12,659	20.7%	110
Viewed Movie (Video-on-Demand) Last 30 Days	5,458	8.9%	109
Viewed TV Show (Video-on-Demand) Last 30 Days	3,581	5.8%	107
Used Internet to Download Movie Last 30 Days	4,370	7.1%	106
Downloaded Individual Song Last 6 Mo	11,217	18.3%	101
Used Internet to Watch Movie Last 30 Days	22,813	37.3%	106
Used Internet to Watch TV Program Last 30 Days	14,585	23.8%	105
Played (Console) Video or Electronic Game Last 12 Mo	8,401	13.7%	107
Played (Portable) Video or Electronic Game Last 12 Mo	4,763	7.8%	107

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	23,906	39.1%	111
Used ATM or Cash Machine Last 12 Mo	37,468	61.2%	101
Own Any Stock	8,942	14.6%	106
Own U.S. Savings Bonds	4,676	7.6%	102
Own Shares in Mutual Fund (Stocks)	7,465	12.2%	101
Own Shares in Mutual Fund (Bonds)	4,666	7.6%	100
Have Interest Checking Account	23,529	38.4%	102
Have Non-Interest Checking Account	22,006	36.0%	99
Have Savings Account	45,235	73.9%	103
Have 401(k) Retirement Savings Plan	16,148	26.4%	109
Own or Used Any Credit or Debit Card Last 12 Mo	56,908	93.0%	101
Avg $1-110 Monthly Credit Card Expenditures	11,836	19.3%	99
Avg $111-225 Monthly Credit Card Expenditures	7,798	12.7%	104
Avg $226-450 Monthly Credit Card Expenditures	5,112	8.3%	99
Avg $451-700 Monthly Credit Card Expenditures	5,544	9.1%	104
Avg $701-1000 Monthly Credit Card Expenditures	4,975	8.1%	104
Avg $1001-2000 Monthly Credit Card Expenditures	7,536	12.3%	107
Avg $2001+ Monthly Credit Card Expenditures	9,049	14.8%	110
Did Online Banking Last 12 Mo	35,362	57.8%	104
Did Mobile Device Banking Last 12 Mo	31,507	51.5%	105
Grocery (Adults)			
HH Used Bread Last 6 Mo	30,304	94.3%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	24,875	77.4%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	6,456	20.1%	100
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	18,529	57.6%	101
HH Used Fresh Fruit or Vegetables Last 6 Mo	29,317	91.2%	101
HH Used Fresh Milk Last 6 Mo	26,439	82.3%	100
HH Used Organic Food Last 6 Mo	8,233	25.6%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	28,754	47.0%	102
Exercise at Club 2+ Times Per Week	8,793	14.4%	108
Visited Doctor Last 12 Mo	48,857	79.8%	100
Used Vitamins or Dietary Supplements Last 6 Mo	40,433	66.1%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	11,468	35.7%	105
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	11,803	36.7%	108
HH Purchased Low Ticket HH Furnishing Last 12 Mo	6,918	21.5%	103
HH Purchased Big Ticket HH Furnishing Last 12 Mo	8,184	25.5%	106
HH Bought Small Kitchen Appliance Last 12 Mo	7,625	23.7%	104
HH Purchased Large Appliance/12 Mo	6,129	19.1%	106
Insurance (Adults/Households)			
Currently Carry Life Insurance	31,679	51.8%	102
Personally Carry Any Medical or Hospital or Accident Insurance	51,577	84.3%	100
Homeowner Carries Insurance on Home/Personal Property	37,048	60.5%	103
Renter Carries Insurance on Home/Personal Property	8,216	13.4%	101
HH Has 1 Vehicle Covered with Auto Insurance	10,190	31.7%	98
HH Has 2 Vehicles Covered with Auto Insurance	10,681	33.2%	108
HH Has 3+ Vehicles Covered with Auto Insurance	8,320	25.9%	102

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Buy Based on Quality Not Price: 4-Agr Cmpl	8,725	14.3%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,591	12.4%	101
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	5,852	9.6%	96
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Buy Based on Price Not Brands: 4-Agr Cmpl	16,374	26.8%	98
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	2,433	4.0%	101
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Bought Hardcover Book Last 12 Mo	16,180	26.4%	102
Bought Paperback Book Last 12 Mo	21,542	35.2%	104
Read Daily Newspaper (Paper Version)	3,546	5.8%	83
Read Digital Newspaper Last 30 Days	34,402	56.2%	103
Read Magazine (Paper or Electronic Version) Last 6 Mo	54,024	88.3%	101

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Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	15,662	25.6%	105
Went to Fast Food or Drive-In Restaurant Last 6 Mo	56,429	92.2%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	25,338	41.4%	104
Ordered Eat-In Fast Food Last 6 Mo	20,703	33.8%	102
Ordered Home Delivery Fast Food Last 6 Mo	8,502	13.9%	113
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	30,931	50.5%	104
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	14,204	23.2%	101
Television & Electronics (Adults/Households)			
Own Tablet	35,605	58.2%	103
Own E-Reader	10,471	17.1%	104
Own E-Reader or Tablet: Apple iPad	23,819	38.9%	107
HH Owns Internet Connectable TV	13,755	42.8%	103
Own Portable MP3 Player	4,696	7.7%	100
HH Owns 1 TV	5,847	18.2%	92
HH Owns 2 TVs	8,913	27.7%	100
HH Owns 3 TVs	7,177	22.3%	101
HH Owns 4+ TVs	7,683	23.9%	109
HH Subscribes to Cable TV	9,340	29.1%	103
HH Subscribes to Fiber Optic TV	1,255	3.9%	121
HH Owns Portable GPS Device	5,300	16.5%	99
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	39,644	64.8%	105
Took 3+ Domestic Non-Business Trips Last 12 Mo	11,650	19.0%	104
Spent $1-999 on Domestic Vacations Last 12 Mo	6,555	10.7%	97
Spent $1K-1499 on Domestic Vacations Last 12 Mo	4,233	6.9%	100
Spent $1500-1999 on Domestic Vacations Last 12 Mo	3,125	5.1%	107
Spent $2K-2999 on Domestic Vacations Last 12 Mo	3,676	6.0%	107
Spent $3K+ on Domestic Vacations Last 12 Mo	8,178	13.4%	112
Used Internet Travel Site for Domestic Trip Last 12 Mo	4,118	6.7%	105
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	20,303	33.2%	109
Took 3+ Foreign Trips by Plane Last 3 Yrs	3,549	5.8%	104
Spent $1-999 on Foreign Vacations Last 12 Mo	2,827	4.6%	109
Spent $1K-2999 on Foreign Vacations Last 12 Mo	2,935	4.8%	111
Spent $3K+ on Foreign Vacations Last 12 Mo	6,327	10.3%	107
Used General Travel Site: Foreign Trip Last 3 Yrs	3,565	5.8%	109
Spent Night at Hotel or Motel Last 12 Mo	34,725	56.7%	104
Took Cruise of More Than One Day Last 3 Yrs	5,965	9.8%	110
Member of Frequent Flyer Program	18,679	30.5%	111
Member of Hotel Rewards Program	19,265	31.5%	107

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