



Market Profile

1201 W Texas Ave, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99719
Longitude: -102.08736

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	7,424	32,745	60,102
2010 Total Population	7,761	36,593	66,497
2017 Total Population	8,654	41,502	76,804
2017 Group Quarters	176	821	1,078
2022 Total Population	9,248	44,986	83,427
2017-2022 Annual Rate	1.34%	1.63%	1.67%
2017 Total Daytime Population	21,206	51,526	86,080
Workers	16,098	25,482	38,685
Residents	5,108	26,044	47,395
Household Summary			
2000 Households	2,682	11,651	21,592
2000 Average Household Size	2.70	2.74	2.74
2010 Households	2,778	12,745	23,485
2010 Average Household Size	2.73	2.80	2.78
2017 Households	3,091	14,382	27,028
2017 Average Household Size	2.74	2.83	2.80
2022 Households	3,299	15,562	29,310
2022 Average Household Size	2.75	2.84	2.81
2017-2022 Annual Rate	1.31%	1.59%	1.63%
2010 Families	1,905	9,055	16,859
2010 Average Family Size	3.34	3.38	3.33
2017 Families	2,097	10,118	19,198
2017 Average Family Size	3.37	3.43	3.36
2022 Families	2,226	10,892	20,720
2022 Average Family Size	3.39	3.45	3.38
2017-2022 Annual Rate	1.20%	1.49%	1.54%
Housing Unit Summary			
2000 Housing Units	3,137	13,240	23,991
Owner Occupied Housing Units	60.7%	63.0%	64.2%
Renter Occupied Housing Units	24.8%	25.0%	25.8%
Vacant Housing Units	14.5%	12.0%	10.0%
2010 Housing Units	3,087	13,810	25,097
Owner Occupied Housing Units	64.6%	64.6%	66.2%
Renter Occupied Housing Units	25.4%	27.7%	27.4%
Vacant Housing Units	10.0%	7.7%	6.4%
2017 Housing Units	3,373	15,308	28,392
Owner Occupied Housing Units	62.3%	62.3%	63.8%
Renter Occupied Housing Units	29.4%	31.6%	31.4%
Vacant Housing Units	8.4%	6.0%	4.8%
2022 Housing Units	3,589	16,518	30,721
Owner Occupied Housing Units	61.6%	61.9%	63.5%
Renter Occupied Housing Units	30.4%	32.3%	31.9%
Vacant Housing Units	8.1%	5.8%	4.6%
Median Household Income			
2017	\$55,030	\$48,126	\$51,054
2022	\$60,002	\$52,715	\$55,050
Median Home Value			
2017	\$122,943	\$121,461	\$136,533
2022	\$182,130	\$157,690	\$165,624
Per Capita Income			
2017	\$31,199	\$27,038	\$27,295
2022	\$34,476	\$29,958	\$30,178
Median Age			
2010	33.2	32.1	32.4
2017	33.9	32.8	33.4
2022	34.8	33.8	34.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	3,091	14,382	27,028
<\$15,000	12.1%	14.2%	12.3%
\$15,000 - \$24,999	10.1%	11.9%	11.3%
\$25,000 - \$34,999	8.1%	11.0%	10.5%
\$35,000 - \$49,999	14.3%	14.3%	14.8%
\$50,000 - \$74,999	19.5%	17.3%	18.6%
\$75,000 - \$99,999	11.7%	10.5%	11.2%
\$100,000 - \$149,999	11.6%	10.3%	11.1%
\$150,000 - \$199,999	3.2%	3.5%	4.2%
\$200,000+	9.4%	7.1%	6.1%
Average Household Income	\$85,684	\$76,032	\$75,880
2022 Households by Income			
Household Income Base	3,299	15,562	29,310
<\$15,000	12.1%	13.7%	11.9%
\$15,000 - \$24,999	9.4%	10.9%	10.4%
\$25,000 - \$34,999	7.1%	9.8%	9.4%
\$35,000 - \$49,999	12.6%	13.0%	13.4%
\$50,000 - \$74,999	17.6%	16.5%	17.7%
\$75,000 - \$99,999	12.8%	11.9%	12.6%
\$100,000 - \$149,999	14.3%	12.6%	13.3%
\$150,000 - \$199,999	3.6%	4.0%	4.7%
\$200,000+	10.4%	7.7%	6.6%
Average Household Income	\$95,140	\$84,802	\$84,321
2017 Owner Occupied Housing Units by Value			
Total	2,101	9,540	18,120
<\$50,000	14.7%	18.0%	14.3%
\$50,000 - \$99,999	28.4%	25.6%	23.4%
\$100,000 - \$149,999	15.0%	15.0%	16.8%
\$150,000 - \$199,999	12.7%	14.4%	17.9%
\$200,000 - \$249,999	5.9%	8.8%	9.3%
\$250,000 - \$299,999	4.8%	5.0%	6.1%
\$300,000 - \$399,999	7.6%	5.0%	5.8%
\$400,000 - \$499,999	3.7%	3.2%	2.2%
\$500,000 - \$749,999	6.0%	4.2%	3.5%
\$750,000 - \$999,999	0.7%	0.5%	0.5%
\$1,000,000 +	0.6%	0.2%	0.3%
Average Home Value	\$186,405	\$167,076	\$170,630
2022 Owner Occupied Housing Units by Value			
Total	2,210	10,220	19,522
<\$50,000	12.5%	16.5%	13.2%
\$50,000 - \$99,999	18.5%	19.2%	17.9%
\$100,000 - \$149,999	11.1%	12.2%	13.4%
\$150,000 - \$199,999	12.2%	13.7%	17.3%
\$200,000 - \$249,999	6.4%	10.2%	10.7%
\$250,000 - \$299,999	8.6%	6.6%	7.8%
\$300,000 - \$399,999	12.5%	8.4%	8.8%
\$400,000 - \$499,999	7.0%	5.9%	4.2%
\$500,000 - \$749,999	9.2%	6.2%	5.4%
\$750,000 - \$999,999	1.2%	0.9%	0.9%
\$1,000,000 +	0.7%	0.3%	0.3%
Average Home Value	\$242,712	\$204,611	\$204,556

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

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	1 mile	2 miles	3 miles
2010 Population by Age			
Total	7,762	36,593	66,493
0 - 4	8.2%	8.8%	8.6%
5 - 9	8.3%	8.3%	8.1%
10 - 14	7.5%	7.4%	7.4%
15 - 24	14.4%	15.4%	15.0%
25 - 34	14.1%	13.8%	14.1%
35 - 44	11.9%	11.3%	11.5%
45 - 54	15.4%	13.9%	13.5%
55 - 64	10.6%	9.8%	10.0%
65 - 74	4.8%	5.7%	5.9%
75 - 84	3.7%	4.3%	4.5%
85 +	1.2%	1.4%	1.4%
18 +	71.5%	70.7%	71.1%
2017 Population by Age			
Total	8,654	41,503	76,804
0 - 4	7.7%	8.3%	8.1%
5 - 9	7.7%	8.1%	7.9%
10 - 14	7.8%	7.6%	7.4%
15 - 24	13.5%	14.4%	14.1%
25 - 34	14.8%	14.6%	14.8%
35 - 44	12.3%	11.5%	11.7%
45 - 54	12.2%	11.3%	11.2%
55 - 64	12.8%	11.5%	11.5%
65 - 74	6.5%	7.0%	7.3%
75 - 84	3.2%	3.9%	4.1%
85 +	1.4%	1.8%	1.8%
18 +	72.5%	71.7%	72.4%
2022 Population by Age			
Total	9,247	44,986	83,428
0 - 4	7.7%	8.2%	8.0%
5 - 9	7.7%	7.9%	7.8%
10 - 14	7.7%	7.7%	7.6%
15 - 24	13.4%	13.7%	13.4%
25 - 34	13.9%	14.1%	14.1%
35 - 44	13.3%	12.6%	12.9%
45 - 54	11.1%	10.3%	10.3%
55 - 64	12.1%	11.1%	11.0%
65 - 74	8.4%	8.2%	8.6%
75 - 84	3.4%	4.3%	4.6%
85 +	1.3%	1.8%	1.8%
18 +	72.6%	71.9%	72.5%
2010 Population by Sex			
Males	3,885	17,775	32,275
Females	3,876	18,818	34,222
2017 Population by Sex			
Males	4,357	20,287	37,493
Females	4,297	21,215	39,311
2022 Population by Sex			
Males	4,683	22,115	40,928
Females	4,565	22,871	42,499

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

February 28, 2018



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2010 Population by Race/Ethnicity			
Total	7,762	36,594	66,498
White Alone	74.4%	68.6%	69.8%
Black Alone	4.6%	9.3%	10.1%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.3%	0.4%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.8%	17.8%	15.7%
Two or More Races	2.9%	3.0%	2.7%
Hispanic Origin	49.6%	52.3%	47.0%
Diversity Index	72.2	76.0	75.0
2017 Population by Race/Ethnicity			
Total	8,654	41,502	76,804
White Alone	70.5%	65.4%	66.4%
Black Alone	4.3%	8.7%	9.7%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	0.5%	0.5%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	20.3%	21.0%	18.8%
Two or More Races	3.5%	3.4%	3.2%
Hispanic Origin	58.7%	60.3%	55.3%
Diversity Index	74.3	77.3	77.2
2022 Population by Race/Ethnicity			
Total	9,248	44,986	83,427
White Alone	68.8%	64.5%	65.2%
Black Alone	4.0%	8.1%	9.1%
American Indian Alone	1.0%	1.0%	0.9%
Asian Alone	0.5%	0.5%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	21.8%	22.1%	20.0%
Two or More Races	3.8%	3.7%	3.5%
Hispanic Origin	64.0%	64.9%	60.2%
Diversity Index	74.4	77.0	77.4
2010 Population by Relationship and Household Type			
Total	7,761	36,593	66,497
In Households	97.7%	97.6%	98.3%
In Family Households	84.2%	85.9%	86.6%
Householder	24.7%	24.8%	25.4%
Spouse	17.4%	16.9%	17.7%
Child	35.2%	37.3%	36.8%
Other relative	4.5%	4.6%	4.5%
Nonrelative	2.3%	2.3%	2.3%
In Nonfamily Households	13.4%	11.7%	11.8%
In Group Quarters	2.3%	2.4%	1.7%
Institutionalized Population	1.7%	1.1%	0.8%
Noninstitutionalized Population	0.7%	1.3%	0.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	5,470	25,544	48,001
Less than 9th Grade	12.9%	13.5%	10.9%
9th - 12th Grade, No Diploma	14.9%	14.3%	12.8%
High School Graduate	14.1%	17.5%	18.6%
GED/Alternative Credential	3.7%	5.0%	5.1%
Some College, No Degree	25.1%	22.0%	24.6%
Associate Degree	5.1%	6.5%	6.9%
Bachelor's Degree	17.7%	14.9%	14.7%
Graduate/Professional Degree	6.5%	6.2%	6.3%
2017 Population 15+ by Marital Status			
Total	6,642	31,531	58,812
Never Married	35.7%	32.9%	32.1%
Married	48.2%	49.2%	50.5%
Widowed	4.7%	5.7%	5.5%
Divorced	11.4%	12.1%	11.9%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	93.0%	93.7%
Civilian Unemployed (Unemployment Rate)	6.2%	7.0%	6.3%
2017 Employed Population 16+ by Industry			
Total	3,435	15,484	29,704
Agriculture/Mining	14.0%	14.1%	13.8%
Construction	10.1%	10.5%	9.4%
Manufacturing	3.2%	3.7%	4.1%
Wholesale Trade	4.3%	4.1%	3.5%
Retail Trade	12.4%	12.6%	12.1%
Transportation/Utilities	4.4%	4.2%	5.3%
Information	1.2%	1.2%	1.3%
Finance/Insurance/Real Estate	6.4%	5.0%	4.9%
Services	42.4%	42.5%	43.3%
Public Administration	1.6%	2.1%	2.5%
2017 Employed Population 16+ by Occupation			
Total	3,436	15,485	29,703
White Collar	48.3%	48.2%	51.9%
Management/Business/Financial	11.3%	9.9%	10.6%
Professional	16.3%	14.1%	15.9%
Sales	9.8%	10.9%	10.5%
Administrative Support	10.9%	13.2%	14.9%
Services	18.5%	18.5%	17.5%
Blue Collar	33.2%	33.4%	30.6%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	12.9%	13.6%	12.1%
Installation/Maintenance/Repair	6.1%	5.0%	4.9%
Production	5.0%	5.5%	4.9%
Transportation/Material Moving	9.2%	8.9%	8.4%
2010 Population By Urban/ Rural Status			
Total Population	7,761	36,593	66,497
Population Inside Urbanized Area	100.0%	100.0%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,778	12,745	23,485
Households with 1 Person	26.8%	25.0%	24.1%
Households with 2+ People	73.2%	75.0%	75.9%
Family Households	68.6%	71.0%	71.8%
Husband-wife Families	48.6%	48.5%	49.9%
With Related Children	24.9%	25.3%	25.5%
Other Family (No Spouse Present)	20.1%	22.6%	21.9%
Other Family with Male Householder	5.5%	5.7%	5.5%
With Related Children	3.6%	3.5%	3.4%
Other Family with Female Householder	14.5%	16.9%	16.4%
With Related Children	9.9%	11.9%	11.4%
Nonfamily Households	4.6%	4.0%	4.1%
All Households with Children	38.8%	41.1%	40.7%
Multigenerational Households	6.4%	7.5%	7.1%
Unmarried Partner Households	6.0%	6.0%	6.1%
Male-female	5.7%	5.5%	5.6%
Same-sex	0.3%	0.4%	0.5%
2010 Households by Size			
Total	2,778	12,746	23,487
1 Person Household	26.8%	25.0%	24.1%
2 Person Household	29.8%	28.1%	29.5%
3 Person Household	15.4%	16.9%	17.0%
4 Person Household	13.6%	14.6%	14.7%
5 Person Household	7.9%	8.5%	8.4%
6 Person Household	4.0%	4.1%	3.7%
7 + Person Household	2.5%	2.8%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	2,778	12,745	23,485
Owner Occupied	71.7%	70.0%	70.7%
Owned with a Mortgage/Loan	41.8%	37.4%	39.8%
Owned Free and Clear	29.9%	32.6%	31.0%
Renter Occupied	28.3%	30.0%	29.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,087	13,810	25,097
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Rustbelt Traditions (5D)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Traditional Living (12B)	Comfortable Empty Nesters	Barrios Urbanos (7D)
3.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Comfortable Empty Nesters
2017 Consumer Spending			
Apparel & Services: Total \$	\$7,107,325	\$29,931,101	\$55,926,870
Average Spent	\$2,299.36	\$2,081.15	\$2,069.22
Spending Potential Index	106	96	96
Education: Total \$	\$4,698,245	\$18,975,352	\$35,064,547
Average Spent	\$1,519.98	\$1,319.38	\$1,297.34
Spending Potential Index	104	91	89
Entertainment/Recreation: Total \$	\$10,237,567	\$42,060,709	\$79,284,123
Average Spent	\$3,312.06	\$2,924.54	\$2,933.41
Spending Potential Index	106	94	94
Food at Home: Total \$	\$16,809,524	\$70,835,508	\$132,403,564
Average Spent	\$5,438.22	\$4,925.29	\$4,898.76
Spending Potential Index	108	98	97
Food Away from Home: Total \$	\$10,980,999	\$46,219,828	\$86,728,591
Average Spent	\$3,552.57	\$3,213.73	\$3,208.84
Spending Potential Index	107	96	96
Health Care: Total \$	\$18,589,440	\$76,169,809	\$143,431,001
Average Spent	\$6,014.05	\$5,296.19	\$5,306.76
Spending Potential Index	108	95	95
HH Furnishings & Equipment: Total \$	\$6,511,838	\$26,722,077	\$50,307,232
Average Spent	\$2,106.71	\$1,858.02	\$1,861.30
Spending Potential Index	108	96	96
Personal Care Products & Services: Total \$	\$2,602,900	\$10,784,597	\$20,284,896
Average Spent	\$842.09	\$749.87	\$750.51
Spending Potential Index	106	94	94
Shelter: Total \$	\$52,724,757	\$223,594,750	\$416,782,895
Average Spent	\$17,057.51	\$15,546.85	\$15,420.41
Spending Potential Index	105	96	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,700,099	\$31,787,156	\$59,890,958
Average Spent	\$2,491.14	\$2,210.20	\$2,215.89
Spending Potential Index	106	94	95
Travel: Total \$	\$6,653,242	\$27,041,023	\$50,983,238
Average Spent	\$2,152.46	\$1,880.20	\$1,886.31
Spending Potential Index	104	91	91
Vehicle Maintenance & Repairs: Total \$	\$3,564,639	\$14,761,747	\$27,758,186
Average Spent	\$1,153.23	\$1,026.40	\$1,027.02
Spending Potential Index	108	96	96

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.