



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.97991
 Longitude: -102.04720

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	1,058	19,294	40,105
2010 Total Population	1,325	22,257	44,850
2016 Total Population	1,661	25,828	50,939
2016 Group Quarters	5	520	572
2021 Total Population	1,835	28,172	55,520
2016-2021 Annual Rate	2.01%	1.75%	1.74%
2016 Total Daytime Population	2,567	36,736	50,004
Workers	1,478	22,008	22,420
Residents	1,089	14,728	27,584
Household Summary			
2000 Households	346	6,202	14,662
2000 Average Household Size	3.05	3.03	2.70
2010 Households	416	7,223	16,039
2010 Average Household Size	3.17	3.01	2.76
2016 Households	516	8,284	17,977
2016 Average Household Size	3.21	3.06	2.80
2021 Households	568	9,014	19,516
2021 Average Household Size	3.22	3.07	2.82
2016-2021 Annual Rate	1.94%	1.70%	1.66%
2010 Families	315	5,318	11,720
2010 Average Family Size	3.66	3.56	3.26
2016 Families	386	6,054	13,007
2016 Average Family Size	3.73	3.63	3.33
2021 Families	424	6,561	14,057
2021 Average Family Size	3.75	3.65	3.35
2016-2021 Annual Rate	1.90%	1.62%	1.56%
Housing Unit Summary			
2000 Housing Units	416	7,191	16,039
Owner Occupied Housing Units	58.4%	62.4%	69.0%
Renter Occupied Housing Units	24.8%	23.8%	22.4%
Vacant Housing Units	16.8%	13.8%	8.6%
2010 Housing Units	474	7,912	17,048
Owner Occupied Housing Units	54.2%	62.1%	71.5%
Renter Occupied Housing Units	33.5%	29.2%	22.6%
Vacant Housing Units	12.2%	8.7%	5.9%
2016 Housing Units	596	9,019	19,051
Owner Occupied Housing Units	49.0%	59.0%	68.7%
Renter Occupied Housing Units	37.6%	32.8%	25.6%
Vacant Housing Units	13.4%	8.1%	5.6%
2021 Housing Units	659	9,849	20,770
Owner Occupied Housing Units	46.6%	58.4%	68.1%
Renter Occupied Housing Units	39.6%	33.2%	25.9%
Vacant Housing Units	13.8%	8.5%	6.0%
Median Household Income			
2016	\$35,112	\$36,786	\$54,046
2021	\$35,148	\$35,732	\$58,216
Median Home Value			
2016	\$52,616	\$76,183	\$143,701
2021	\$67,033	\$86,643	\$173,904
Per Capita Income			
2016	\$13,267	\$16,916	\$28,398
2021	\$13,560	\$17,613	\$30,243
Median Age			
2010	27.8	30.0	33.7
2016	28.6	30.8	34.5
2021	29.4	31.9	35.7

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income			
Household Income Base	516	8,284	17,977
<\$15,000	22.7%	21.5%	11.3%
\$15,000 - \$24,999	12.8%	13.9%	11.2%
\$25,000 - \$34,999	14.3%	12.0%	9.9%
\$35,000 - \$49,999	24.0%	16.1%	13.3%
\$50,000 - \$74,999	14.3%	16.5%	18.5%
\$75,000 - \$99,999	7.2%	9.0%	12.5%
\$100,000 - \$149,999	3.9%	7.3%	12.3%
\$150,000 - \$199,999	0.8%	1.4%	4.4%
\$200,000+	0.2%	2.3%	6.5%
Average Household Income	\$40,823	\$50,522	\$79,424
2021 Households by Income			
Household Income Base	568	9,014	19,516
<\$15,000	23.6%	22.7%	11.7%
\$15,000 - \$24,999	11.4%	13.3%	11.1%
\$25,000 - \$34,999	14.4%	13.1%	10.9%
\$35,000 - \$49,999	26.4%	14.3%	9.5%
\$50,000 - \$74,999	10.9%	14.0%	16.3%
\$75,000 - \$99,999	7.9%	10.5%	14.8%
\$100,000 - \$149,999	3.9%	7.9%	13.8%
\$150,000 - \$199,999	1.1%	1.7%	4.9%
\$200,000+	0.2%	2.6%	7.0%
Average Household Income	\$41,900	\$53,050	\$85,133
2016 Owner Occupied Housing Units by Value			
Total	292	5,325	13,096
<\$50,000	48.3%	33.6%	13.0%
\$50,000 - \$99,999	29.5%	31.3%	22.4%
\$100,000 - \$149,999	7.9%	10.3%	16.6%
\$150,000 - \$199,999	9.6%	6.9%	17.7%
\$200,000 - \$249,999	1.0%	3.2%	10.3%
\$250,000 - \$299,999	2.1%	6.0%	6.2%
\$300,000 - \$399,999	0.7%	4.9%	5.7%
\$400,000 - \$499,999	0.3%	1.1%	2.5%
\$500,000 - \$749,999	0.3%	1.7%	4.0%
\$750,000 - \$999,999	0.0%	0.6%	0.6%
\$1,000,000 +	0.0%	0.5%	1.0%
Average Home Value	\$75,086	\$123,878	\$185,376
2021 Owner Occupied Housing Units by Value			
Total	307	5,748	14,145
<\$50,000	39.7%	27.9%	9.1%
\$50,000 - \$99,999	29.6%	30.2%	20.1%
\$100,000 - \$149,999	8.1%	7.8%	12.8%
\$150,000 - \$199,999	16.6%	8.7%	16.8%
\$200,000 - \$249,999	1.6%	5.9%	16.3%
\$250,000 - \$299,999	2.6%	8.9%	9.3%
\$300,000 - \$399,999	0.7%	5.8%	6.2%
\$400,000 - \$499,999	0.3%	1.4%	2.8%
\$500,000 - \$749,999	0.3%	2.2%	4.8%
\$750,000 - \$999,999	0.0%	0.8%	0.8%
\$1,000,000 +	0.0%	0.5%	1.1%
Average Home Value	\$88,317	\$145,734	\$209,520

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,324	22,259	44,852
0 - 4	10.2%	9.1%	8.3%
5 - 9	10.3%	9.1%	7.7%
10 - 14	8.3%	8.1%	7.5%
15 - 24	16.8%	16.2%	14.2%
25 - 34	13.1%	13.8%	13.9%
35 - 44	11.0%	11.3%	12.0%
45 - 54	12.2%	13.4%	14.0%
55 - 64	9.1%	9.2%	10.6%
65 - 74	4.8%	5.3%	6.1%
75 - 84	2.9%	3.4%	4.4%
85 +	1.4%	1.1%	1.4%
18 +	65.9%	68.6%	71.8%
2016 Population by Age			
Total	1,660	25,829	50,939
0 - 4	9.9%	8.8%	7.8%
5 - 9	9.0%	8.4%	7.8%
10 - 14	9.2%	8.2%	7.4%
15 - 24	16.0%	15.6%	13.7%
25 - 34	15.1%	15.0%	14.0%
35 - 44	10.4%	11.1%	12.0%
45 - 54	10.9%	11.4%	12.1%
55 - 64	10.1%	10.9%	12.0%
65 - 74	5.5%	6.2%	7.3%
75 - 84	2.6%	3.3%	4.1%
85 +	1.2%	1.2%	1.7%
18 +	67.5%	70.1%	72.8%
2021 Population by Age			
Total	1,836	28,170	55,521
0 - 4	9.8%	8.7%	7.6%
5 - 9	9.0%	8.2%	7.7%
10 - 14	8.2%	7.9%	7.7%
15 - 24	15.7%	14.6%	12.9%
25 - 34	15.3%	15.1%	13.1%
35 - 44	11.4%	11.8%	13.2%
45 - 54	9.9%	10.4%	11.1%
55 - 64	9.9%	10.9%	11.8%
65 - 74	6.9%	7.4%	8.7%
75 - 84	2.8%	3.8%	4.3%
85 +	1.0%	1.3%	1.8%
18 +	68.1%	70.7%	72.8%
2010 Population by Sex			
Males	608	10,940	21,872
Females	717	11,317	22,978
2016 Population by Sex			
Males	774	12,782	24,936
Females	887	13,046	26,003
2021 Population by Sex			
Males	866	14,006	27,323
Females	969	14,166	28,197

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	1,325	22,258	44,851
White Alone	43.7%	61.5%	74.6%
Black Alone	34.6%	11.0%	8.0%
American Indian Alone	0.8%	0.9%	0.8%
Asian Alone	0.1%	0.2%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.6%	23.4%	13.4%
Two or More Races	2.2%	2.9%	2.5%
Hispanic Origin	56.5%	67.3%	41.2%
Diversity Index	84.2	78.1	71.0
2016 Population by Race/Ethnicity			
Total	1,660	25,829	50,941
White Alone	44.0%	59.8%	71.4%
Black Alone	32.2%	9.8%	7.7%
American Indian Alone	0.8%	1.0%	0.8%
Asian Alone	0.1%	0.3%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	20.5%	26.0%	16.2%
Two or More Races	2.3%	3.1%	3.0%
Hispanic Origin	61.3%	73.4%	49.1%
Diversity Index	84.4	77.6	74.2
2021 Population by Race/Ethnicity			
Total	1,835	28,171	55,521
White Alone	45.6%	59.6%	69.8%
Black Alone	29.5%	8.9%	7.2%
American Indian Alone	0.9%	1.0%	0.9%
Asian Alone	0.1%	0.3%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	21.4%	27.0%	17.7%
Two or More Races	2.5%	3.2%	3.4%
Hispanic Origin	65.2%	77.4%	54.9%
Diversity Index	83.9	76.4	75.1
2010 Population by Relationship and Household Type			
Total	1,325	22,257	44,850
In Households	99.6%	97.7%	98.7%
In Family Households	90.0%	87.4%	87.4%
Householder	24.6%	23.8%	26.1%
Spouse	12.2%	15.0%	19.3%
Child	44.1%	40.5%	35.7%
Other relative	6.2%	5.7%	4.1%
Nonrelative	2.9%	2.5%	2.2%
In Nonfamily Households	9.7%	10.2%	11.3%
In Group Quarters	0.4%	2.3%	1.3%
Institutionalized Population	0.0%	1.7%	0.3%
Noninstitutionalized Population	0.4%	0.7%	1.0%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment			
Total	927	15,242	32,237
Less than 9th Grade	17.9%	20.6%	8.1%
9th - 12th Grade, No Diploma	24.6%	18.5%	10.7%
High School Graduate	19.1%	18.6%	18.5%
GED/Alternative Credential	7.0%	4.8%	5.9%
Some College, No Degree	21.7%	22.4%	27.9%
Associate Degree	3.7%	5.0%	6.1%
Bachelor's Degree	3.1%	5.9%	16.8%
Graduate/Professional Degree	2.9%	4.1%	6.1%
2016 Population 15+ by Marital Status			
Total	1,193	19,263	39,209
Never Married	35.0%	36.4%	29.1%
Married	46.5%	45.4%	53.6%
Widowed	9.2%	5.5%	5.2%
Divorced	9.3%	12.6%	12.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	90.8%	92.9%	95.9%
Civilian Unemployed	9.2%	7.1%	4.1%
2016 Employed Population 16+ by Industry			
Total	585	11,140	23,748
Agriculture/Mining	16.6%	16.3%	18.5%
Construction	10.3%	11.9%	7.5%
Manufacturing	8.7%	5.0%	3.6%
Wholesale Trade	4.6%	2.8%	3.8%
Retail Trade	14.5%	13.2%	10.4%
Transportation/Utilities	0.9%	4.8%	5.6%
Information	1.5%	1.5%	1.3%
Finance/Insurance/Real Estate	3.9%	4.4%	4.8%
Services	37.3%	38.8%	41.6%
Public Administration	1.9%	1.3%	2.9%
2016 Employed Population 16+ by Occupation			
Total	585	11,140	23,748
White Collar	39.8%	42.0%	54.5%
Management/Business/Financial	4.1%	6.3%	12.0%
Professional	7.2%	11.4%	16.5%
Sales	8.4%	9.3%	10.8%
Administrative Support	20.2%	15.1%	15.2%
Services	20.7%	20.2%	15.7%
Blue Collar	39.5%	37.8%	29.8%
Farming/Forestry/Fishing	0.3%	0.1%	0.5%
Construction/Extraction	18.5%	16.6%	11.1%
Installation/Maintenance/Repair	4.3%	5.4%	5.0%
Production	6.0%	5.2%	5.1%
Transportation/Material Moving	10.4%	10.5%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	1,325	22,257	44,850
Population Inside Urbanized Area	98.6%	95.5%	89.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	4.5%	10.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	416	7,223	16,039
Households with 1 Person	20.0%	22.3%	23.1%
Households with 2+ People	80.0%	77.7%	76.9%
Family Households	75.7%	73.6%	73.1%
Husband-wife Families	37.3%	46.4%	54.2%
With Related Children	21.2%	26.4%	26.9%
Other Family (No Spouse Present)	38.5%	27.2%	18.9%
Other Family with Male Householder	7.7%	6.9%	5.1%
With Related Children	5.0%	4.5%	3.1%
Other Family with Female Householder	30.8%	20.3%	13.8%
With Related Children	22.1%	14.4%	9.5%
Nonfamily Households	4.3%	4.1%	3.9%
All Households with Children	48.8%	45.7%	39.9%
Multigenerational Households	10.6%	9.9%	6.4%
Unmarried Partner Households	8.2%	6.6%	5.7%
Male-female	7.7%	6.2%	5.2%
Same-sex	0.5%	0.4%	0.5%
2010 Households by Size			
Total	416	7,222	16,039
1 Person Household	20.0%	22.3%	23.1%
2 Person Household	26.4%	25.2%	30.8%
3 Person Household	18.8%	17.5%	16.8%
4 Person Household	14.7%	15.2%	15.1%
5 Person Household	10.8%	10.2%	8.4%
6 Person Household	5.5%	5.5%	3.4%
7 + Person Household	3.8%	4.1%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	416	7,223	16,039
Owner Occupied	61.8%	68.0%	76.0%
Owned with a Mortgage/Loan	24.8%	29.2%	44.4%
Owned Free and Clear	37.0%	38.8%	31.6%
Renter Occupied	38.2%	32.0%	24.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	474	7,912	17,048
Housing Units Inside Urbanized Area	98.5%	95.1%	89.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.5%	4.9%	10.7%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
	1. Hardscrabble Road (8G)	Southwestern Families (7F)	Barrios Urbanos (7D)
	2. Southwestern Families (7F)	NeWest Residents (13C)	Comfortable Empty Nesters
	3. Green Acres (6A)	Traditional Living (12B)	American Dreamers (7C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$570,991	\$11,521,372	\$37,566,863
Average Spent	\$1,106.57	\$1,390.80	\$2,089.72
Spending Potential Index	55	69	104
Education: Total \$	\$382,648	\$6,629,161	\$24,522,736
Average Spent	\$741.57	\$800.24	\$1,364.12
Spending Potential Index	52	57	96
Entertainment/Recreation: Total \$	\$795,151	\$15,902,012	\$54,185,203
Average Spent	\$1,540.99	\$1,919.61	\$3,014.14
Spending Potential Index	53	66	103
Food at Home: Total \$	\$1,494,060	\$29,570,750	\$94,052,562
Average Spent	\$2,895.47	\$3,569.62	\$5,231.83
Spending Potential Index	58	72	105
Food Away from Home: Total \$	\$882,274	\$17,911,420	\$58,100,440
Average Spent	\$1,709.83	\$2,162.17	\$3,231.93
Spending Potential Index	55	70	105
Health Care: Total \$	\$1,452,079	\$29,197,846	\$99,550,480
Average Spent	\$2,814.11	\$3,524.61	\$5,537.66
Spending Potential Index	53	67	105
HH Furnishings & Equipment: Total \$	\$485,824	\$9,763,984	\$33,046,740
Average Spent	\$941.52	\$1,178.66	\$1,838.28
Spending Potential Index	53	67	104
Personal Care Products & Services: Total \$	\$197,359	\$4,041,027	\$13,676,236
Average Spent	\$382.48	\$487.81	\$760.76
Spending Potential Index	52	67	104
Shelter: Total \$	\$4,370,632	\$85,900,060	\$287,711,587
Average Spent	\$8,470.22	\$10,369.39	\$16,004.43
Spending Potential Index	54	67	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$620,807	\$12,365,192	\$43,524,607
Average Spent	\$1,203.11	\$1,492.66	\$2,421.13
Spending Potential Index	52	64	104
Travel: Total \$	\$453,918	\$9,120,383	\$33,951,949
Average Spent	\$879.69	\$1,100.96	\$1,888.63
Spending Potential Index	47	59	101
Vehicle Maintenance & Repairs: Total \$	\$289,537	\$5,823,366	\$19,427,483
Average Spent	\$561.12	\$702.97	\$1,080.69
Spending Potential Index	54	68	104

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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