



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	957	7,074	20,394
2010 Total Population	1,184	8,415	23,613
2018 Total Population	1,811	10,579	28,872
2018 Group Quarters	5	273	516
2023 Total Population	2,035	11,742	31,650
2018-2023 Annual Rate	2.36%	2.11%	1.85%
2018 Total Daytime Population	2,839	14,803	41,925
Workers	1,700	8,545	26,005
Residents	1,139	6,258	15,920
Household Summary			
2000 Households	305	2,170	6,584
2000 Average Household Size	3.12	3.16	3.02
2010 Households	366	2,575	7,669
2010 Average Household Size	3.22	3.16	3.01
2018 Households	562	3,246	9,340
2018 Average Household Size	3.21	3.17	3.04
2023 Households	630	3,604	10,219
2023 Average Household Size	3.22	3.18	3.05
2018-2023 Annual Rate	2.31%	2.11%	1.82%
2010 Families	279	2,026	5,641
2010 Average Family Size	3.71	3.58	3.56
2018 Families	424	2,532	6,835
2018 Average Family Size	3.73	3.62	3.61
2023 Families	473	2,802	7,460
2023 Average Family Size	3.76	3.64	3.64
2018-2023 Annual Rate	2.21%	2.05%	1.77%
Housing Unit Summary			
2000 Housing Units	368	2,572	7,655
Owner Occupied Housing Units	59.2%	61.8%	62.0%
Renter Occupied Housing Units	23.9%	22.6%	24.0%
Vacant Housing Units	16.8%	15.6%	14.0%
2010 Housing Units	418	2,849	8,423
Owner Occupied Housing Units	55.5%	61.0%	61.5%
Renter Occupied Housing Units	32.1%	29.4%	29.6%
Vacant Housing Units	12.4%	9.6%	9.0%
2018 Housing Units	616	3,470	10,047
Owner Occupied Housing Units	51.1%	56.7%	55.4%
Renter Occupied Housing Units	40.1%	36.9%	37.5%
Vacant Housing Units	8.8%	6.5%	7.0%
2023 Housing Units	691	3,854	10,986
Owner Occupied Housing Units	50.8%	57.1%	56.5%
Renter Occupied Housing Units	40.4%	36.4%	36.6%
Vacant Housing Units	8.8%	6.5%	7.0%
Median Household Income			
2018	\$38,465	\$38,162	\$40,926
2023	\$40,263	\$41,350	\$45,560
Median Home Value			
2018	\$61,607	\$73,319	\$85,080
2023	\$68,043	\$83,494	\$101,482
Per Capita Income			
2018	\$14,922	\$16,106	\$18,411
2023	\$16,278	\$17,686	\$20,783
Median Age			
2010	28.0	28.8	29.9
2018	29.1	29.6	31.0
2023	30.0	30.8	32.1

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
2018 Households by Income			
Household Income Base	562	3,246	9,340
<\$15,000	16.2%	16.6%	16.4%
\$15,000 - \$24,999	11.2%	13.2%	13.0%
\$25,000 - \$34,999	14.1%	14.6%	12.2%
\$35,000 - \$49,999	26.5%	19.8%	17.5%
\$50,000 - \$74,999	16.7%	17.3%	18.5%
\$75,000 - \$99,999	9.1%	9.9%	9.8%
\$100,000 - \$149,999	5.2%	6.5%	8.4%
\$150,000 - \$199,999	1.1%	1.5%	1.9%
\$200,000+	0.2%	0.7%	2.4%
Average Household Income	\$46,250	\$49,171	\$54,877
2023 Households by Income			
Household Income Base	630	3,604	10,219
<\$15,000	14.0%	14.4%	14.3%
\$15,000 - \$24,999	9.7%	11.3%	11.1%
\$25,000 - \$34,999	13.7%	13.8%	11.3%
\$35,000 - \$49,999	27.5%	20.3%	17.3%
\$50,000 - \$74,999	18.1%	19.0%	19.3%
\$75,000 - \$99,999	10.3%	11.6%	11.3%
\$100,000 - \$149,999	5.6%	7.0%	10.0%
\$150,000 - \$199,999	1.1%	1.7%	2.2%
\$200,000+	0.2%	0.9%	3.1%
Average Household Income	\$50,639	\$54,649	\$62,548
2018 Owner Occupied Housing Units by Value			
Total	315	1,966	5,570
<\$50,000	41.9%	36.6%	27.3%
\$50,000 - \$99,999	35.6%	28.7%	32.4%
\$100,000 - \$149,999	8.3%	9.0%	10.7%
\$150,000 - \$199,999	8.9%	10.0%	8.5%
\$200,000 - \$249,999	1.0%	2.3%	3.4%
\$250,000 - \$299,999	1.0%	3.6%	5.7%
\$300,000 - \$399,999	1.9%	6.4%	7.0%
\$400,000 - \$499,999	0.6%	1.6%	1.9%
\$500,000 - \$749,999	0.6%	1.3%	2.1%
\$750,000 - \$999,999	0.3%	0.3%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$87,737	\$118,232	\$140,817
2023 Owner Occupied Housing Units by Value			
Total	351	2,200	6,202
<\$50,000	38.2%	32.6%	22.9%
\$50,000 - \$99,999	32.8%	26.0%	26.7%
\$100,000 - \$149,999	8.8%	9.1%	12.8%
\$150,000 - \$199,999	12.8%	13.5%	8.6%
\$200,000 - \$249,999	0.9%	2.1%	3.3%
\$250,000 - \$299,999	0.9%	3.5%	6.3%
\$300,000 - \$399,999	2.3%	7.8%	11.0%
\$400,000 - \$499,999	1.1%	2.5%	3.4%
\$500,000 - \$749,999	1.4%	1.9%	3.0%
\$750,000 - \$999,999	0.6%	0.5%	1.1%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$102,422	\$138,369	\$174,101

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	1,185	8,416	23,612
0 - 4	10.0%	9.3%	9.2%
5 - 9	10.1%	9.4%	9.2%
10 - 14	8.4%	8.4%	8.1%
15 - 24	16.8%	17.3%	16.2%
25 - 34	12.9%	13.7%	13.8%
35 - 44	11.0%	11.1%	11.3%
45 - 54	12.3%	13.0%	13.4%
55 - 64	9.1%	9.1%	9.2%
65 - 74	4.9%	4.9%	5.2%
75 - 84	3.0%	2.8%	3.4%
85 +	1.4%	1.0%	1.1%
18 +	66.1%	67.6%	68.5%
2018 Population by Age			
Total	1,813	10,580	28,873
0 - 4	9.7%	9.1%	8.8%
5 - 9	8.8%	8.3%	8.4%
10 - 14	8.5%	8.0%	8.0%
15 - 24	15.9%	16.2%	15.0%
25 - 34	15.8%	16.4%	15.7%
35 - 44	10.8%	10.9%	11.3%
45 - 54	10.3%	10.4%	10.7%
55 - 64	10.1%	10.5%	11.0%
65 - 74	6.2%	6.3%	6.7%
75 - 84	2.8%	2.8%	3.2%
85 +	1.2%	1.0%	1.2%
18 +	68.4%	70.0%	70.4%
2023 Population by Age			
Total	2,036	11,741	31,651
0 - 4	9.6%	9.2%	8.7%
5 - 9	8.7%	8.3%	8.2%
10 - 14	8.1%	7.7%	7.9%
15 - 24	15.5%	15.3%	14.4%
25 - 34	15.7%	16.3%	15.2%
35 - 44	11.8%	11.9%	12.3%
45 - 54	9.7%	9.8%	10.0%
55 - 64	9.7%	9.6%	10.3%
65 - 74	7.1%	7.5%	8.0%
75 - 84	3.1%	3.3%	3.9%
85 +	1.0%	1.0%	1.2%
18 +	69.1%	70.6%	70.8%
2010 Population by Sex			
Males	546	4,108	11,566
Females	638	4,307	12,047
2018 Population by Sex			
Males	858	5,236	14,277
Females	953	5,343	14,595
2023 Population by Sex			
Males	976	5,861	15,765
Females	1,059	5,881	15,884

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	1,183	8,415	23,615
White Alone	45.1%	56.9%	60.7%
Black Alone	32.5%	17.2%	12.1%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	0.1%	0.1%	0.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.4%	22.6%	23.2%
Two or More Races	2.2%	2.5%	2.8%
Hispanic Origin	58.2%	67.0%	66.6%
Diversity Index	84.2	80.3	78.7
2018 Population by Race/Ethnicity			
Total	1,811	10,578	28,873
White Alone	46.0%	55.5%	58.5%
Black Alone	27.9%	15.4%	10.8%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	0.1%	0.1%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.6%	25.3%	26.3%
Two or More Races	2.5%	2.8%	3.1%
Hispanic Origin	65.5%	73.2%	73.9%
Diversity Index	84.1	79.8	78.3
2023 Population by Race/Ethnicity			
Total	2,034	11,741	31,649
White Alone	47.5%	56.1%	58.4%
Black Alone	25.3%	14.0%	9.8%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	0.1%	0.1%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	23.5%	26.1%	27.3%
Two or More Races	2.7%	2.9%	3.3%
Hispanic Origin	69.5%	76.7%	78.0%
Diversity Index	83.3	78.5	77.0
2010 Population by Relationship and Household Type			
Total	1,184	8,415	23,613
In Households	99.6%	96.8%	97.8%
In Family Households	90.3%	88.7%	87.5%
Householder	24.7%	24.1%	23.8%
Spouse	12.6%	14.2%	14.8%
Child	44.0%	41.6%	40.6%
Other relative	6.2%	6.1%	5.7%
Nonrelative	2.8%	2.6%	2.5%
In Nonfamily Households	9.4%	8.1%	10.3%
In Group Quarters	0.4%	3.2%	2.2%
Institutionalized Population	0.0%	2.5%	1.6%
Noninstitutionalized Population	0.4%	0.8%	0.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
2018 Population 25+ by Educational Attainment			
Total	1,034	6,166	17,275
Less than 9th Grade	19.2%	21.0%	16.4%
9th - 12th Grade, No Diploma	20.1%	19.9%	18.5%
High School Graduate	21.9%	22.0%	24.0%
GED/Alternative Credential	5.3%	6.0%	4.7%
Some College, No Degree	21.7%	20.6%	21.1%
Associate Degree	4.4%	3.2%	5.4%
Bachelor's Degree	5.7%	5.6%	7.0%
Graduate/Professional Degree	1.6%	1.8%	2.8%
2018 Population 15+ by Marital Status			
Total	1,323	7,885	21,613
Never Married	38.8%	37.1%	35.8%
Married	44.8%	46.3%	47.5%
Widowed	7.2%	6.0%	5.2%
Divorced	9.2%	10.7%	11.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	93.7%	95.3%
Civilian Unemployed (Unemployment Rate)	5.9%	6.2%	4.7%
2018 Employed Population 16+ by Industry			
Total	692	4,277	13,008
Agriculture/Mining	13.0%	14.8%	12.7%
Construction	11.7%	11.5%	13.3%
Manufacturing	8.5%	6.7%	5.1%
Wholesale Trade	4.2%	4.1%	2.8%
Retail Trade	14.6%	13.2%	13.7%
Transportation/Utilities	1.4%	2.9%	4.7%
Information	1.4%	0.9%	1.4%
Finance/Insurance/Real Estate	3.5%	4.7%	4.5%
Services	39.7%	39.9%	40.4%
Public Administration	1.6%	1.2%	1.4%
2018 Employed Population 16+ by Occupation			
Total	694	4,276	13,007
White Collar	39.7%	39.9%	42.4%
Management/Business/Financial	3.6%	4.2%	6.0%
Professional	7.8%	8.6%	11.4%
Sales	8.2%	8.4%	9.2%
Administrative Support	20.1%	18.7%	15.7%
Services	21.5%	21.3%	20.1%
Blue Collar	39.0%	38.8%	37.5%
Farming/Forestry/Fishing	0.4%	0.4%	0.2%
Construction/Extraction	17.2%	15.9%	15.9%
Installation/Maintenance/Repair	5.1%	6.1%	5.9%
Production	6.1%	6.5%	5.4%
Transportation/Material Moving	10.3%	9.8%	10.2%
2010 Population By Urban/ Rural Status			
Total Population	1,184	8,415	23,613
Population Inside Urbanized Area	98.4%	95.6%	95.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.6%	4.4%	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	366	2,575	7,669
Households with 1 Person	19.4%	17.4%	22.3%
Households with 2+ People	80.6%	82.6%	77.7%
Family Households	76.2%	78.7%	73.6%
Husband-wife Families	38.5%	46.5%	45.9%
With Related Children	21.9%	26.1%	26.1%
Other Family (No Spouse Present)	37.7%	32.2%	27.7%
Other Family with Male Householder	7.7%	7.4%	6.9%
With Related Children	4.9%	4.8%	4.5%
Other Family with Female Householder	30.1%	24.8%	20.8%
With Related Children	21.6%	18.1%	14.7%
Nonfamily Households	4.4%	3.9%	4.2%
All Households with Children	48.9%	49.4%	45.8%
Multigenerational Households	10.7%	10.2%	9.9%
Unmarried Partner Households	7.7%	7.3%	6.7%
Male-female	7.4%	6.8%	6.3%
Same-sex	0.3%	0.5%	0.4%
2010 Households by Size			
Total	365	2,575	7,670
1 Person Household	19.5%	17.4%	22.3%
2 Person Household	26.3%	26.0%	25.3%
3 Person Household	18.9%	19.7%	17.5%
4 Person Household	14.8%	15.8%	15.1%
5 Person Household	11.2%	11.4%	10.2%
6 Person Household	5.5%	5.8%	5.5%
7 + Person Household	3.8%	3.9%	4.1%
2010 Households by Tenure and Mortgage Status			
Total	366	2,575	7,669
Owner Occupied	63.4%	67.5%	67.5%
Owned with a Mortgage/Loan	25.4%	25.7%	29.1%
Owned Free and Clear	38.0%	41.8%	38.4%
Renter Occupied	36.6%	32.5%	32.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	418	2,849	8,423
Housing Units Inside Urbanized Area	98.3%	94.7%	95.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.7%	5.3%	4.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

1909 E Interstate 20, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.97926
Longitude: -102.04799

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
	1. Hardscrabble Road (8G)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Southwestern Families (7F)	Hardscrabble Road (8G)	Hardscrabble Road (8G)
	3. NeWest Residents (13C)	NeWest Residents (13C)	NeWest Residents (13C)
2018 Consumer Spending			
Apparel & Services: Total \$	\$713,179	\$4,425,566	\$13,998,111
Average Spent	\$1,269.00	\$1,363.39	\$1,498.73
Spending Potential Index	58	63	69
Education: Total \$	\$440,909	\$2,638,033	\$8,128,028
Average Spent	\$784.54	\$812.70	\$870.24
Spending Potential Index	54	56	60
Entertainment/Recreation: Total \$	\$1,006,720	\$6,125,650	\$19,894,333
Average Spent	\$1,791.32	\$1,887.14	\$2,130.01
Spending Potential Index	56	59	66
Food at Home: Total \$	\$1,693,902	\$10,439,370	\$33,362,638
Average Spent	\$3,014.06	\$3,216.07	\$3,572.02
Spending Potential Index	60	64	71
Food Away from Home: Total \$	\$1,137,078	\$7,067,749	\$22,495,572
Average Spent	\$2,023.27	\$2,177.37	\$2,408.52
Spending Potential Index	58	62	69
Health Care: Total \$	\$1,800,036	\$10,896,475	\$36,068,039
Average Spent	\$3,202.91	\$3,356.89	\$3,861.67
Spending Potential Index	56	59	67
HH Furnishings & Equipment: Total \$	\$658,730	\$4,064,081	\$13,153,274
Average Spent	\$1,172.12	\$1,252.03	\$1,408.27
Spending Potential Index	56	60	67
Personal Care Products & Services: Total \$	\$258,163	\$1,608,832	\$5,168,857
Average Spent	\$459.36	\$495.64	\$553.41
Spending Potential Index	55	60	67
Shelter: Total \$	\$5,415,752	\$33,451,873	\$104,882,051
Average Spent	\$9,636.57	\$10,305.57	\$11,229.34
Spending Potential Index	57	61	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$730,586	\$4,461,952	\$14,598,263
Average Spent	\$1,299.98	\$1,374.60	\$1,562.98
Spending Potential Index	52	55	63
Travel: Total \$	\$612,730	\$3,810,026	\$12,309,742
Average Spent	\$1,090.27	\$1,173.76	\$1,317.96
Spending Potential Index	51	54	61
Vehicle Maintenance & Repairs: Total \$	\$349,816	\$2,151,092	\$6,953,024
Average Spent	\$622.45	\$662.69	\$744.44
Spending Potential Index	58	62	69

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.