



Market Profile

211 N Main St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 31.99900
Longitude: -102.07446

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	7,666	28,613	46,491
2010 Total Population	8,660	32,320	52,066
2017 Total Population	9,725	37,924	60,782
2017 Group Quarters	380	733	1,048
2022 Total Population	10,485	41,543	66,338
2017-2022 Annual Rate	1.52%	1.84%	1.76%
2017 Total Daytime Population	19,580	47,007	73,392
Workers	13,332	22,924	35,310
Residents	6,248	24,083	38,082
Household Summary			
2000 Households	2,560	9,852	16,326
2000 Average Household Size	2.85	2.84	2.79
2010 Households	2,854	11,055	18,064
2010 Average Household Size	2.90	2.85	2.82
2017 Households	3,207	12,915	21,019
2017 Average Household Size	2.91	2.88	2.84
2022 Households	3,461	14,129	22,904
2022 Average Household Size	2.92	2.89	2.85
2017-2022 Annual Rate	1.54%	1.81%	1.73%
2010 Families	2,008	7,882	13,050
2010 Average Family Size	3.52	3.44	3.37
2017 Families	2,235	9,138	15,041
2017 Average Family Size	3.56	3.48	3.41
2022 Families	2,402	9,955	16,318
2022 Average Family Size	3.57	3.50	3.42
2017-2022 Annual Rate	1.45%	1.73%	1.64%
Housing Unit Summary			
2000 Housing Units	3,044	11,236	18,316
Owner Occupied Housing Units	57.7%	62.2%	65.1%
Renter Occupied Housing Units	26.4%	25.5%	24.0%
Vacant Housing Units	15.9%	12.3%	10.9%
2010 Housing Units	3,203	12,027	19,470
Owner Occupied Housing Units	59.6%	62.3%	66.4%
Renter Occupied Housing Units	29.5%	29.6%	26.4%
Vacant Housing Units	10.9%	8.1%	7.2%
2017 Housing Units	3,521	13,793	22,238
Owner Occupied Housing Units	57.2%	60.0%	64.2%
Renter Occupied Housing Units	33.9%	33.7%	30.3%
Vacant Housing Units	8.9%	6.4%	5.5%
2022 Housing Units	3,790	15,043	24,166
Owner Occupied Housing Units	56.6%	59.6%	63.9%
Renter Occupied Housing Units	34.7%	34.3%	30.9%
Vacant Housing Units	8.7%	6.1%	5.2%
Median Household Income			
2017	\$38,900	\$42,331	\$48,774
2022	\$42,444	\$46,378	\$52,948
Median Home Value			
2017	\$81,166	\$95,145	\$127,299
2022	\$97,845	\$126,440	\$159,639
Per Capita Income			
2017	\$19,519	\$23,794	\$26,754
2022	\$22,084	\$26,285	\$29,557
Median Age			
2010	30.8	31.4	32.5
2017	32.0	32.2	33.3
2022	33.0	33.4	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	3,207	12,915	21,019
<\$15,000	19.1%	16.1%	13.4%
\$15,000 - \$24,999	14.2%	13.0%	11.9%
\$25,000 - \$34,999	11.6%	12.1%	10.9%
\$35,000 - \$49,999	15.7%	15.4%	14.7%
\$50,000 - \$74,999	17.0%	16.3%	17.8%
\$75,000 - \$99,999	9.7%	9.9%	10.5%
\$100,000 - \$149,999	8.1%	8.9%	10.4%
\$150,000 - \$199,999	1.4%	2.6%	3.8%
\$200,000+	3.3%	5.6%	6.6%
Average Household Income	\$54,791	\$67,870	\$75,334
2022 Households by Income			
Household Income Base	3,461	14,129	22,904
<\$15,000	18.1%	15.4%	12.9%
\$15,000 - \$24,999	12.9%	12.0%	11.0%
\$25,000 - \$34,999	10.7%	11.1%	9.9%
\$35,000 - \$49,999	14.5%	14.3%	13.4%
\$50,000 - \$74,999	16.1%	15.8%	17.0%
\$75,000 - \$99,999	11.3%	11.5%	11.9%
\$100,000 - \$149,999	10.7%	11.1%	12.6%
\$150,000 - \$199,999	1.8%	2.9%	4.2%
\$200,000+	4.0%	6.0%	7.1%
Average Household Income	\$62,931	\$75,527	\$83,718
2017 Owner Occupied Housing Units by Value			
Total	2,013	8,272	14,278
<\$50,000	27.0%	23.7%	17.2%
\$50,000 - \$99,999	36.9%	29.1%	24.4%
\$100,000 - \$149,999	14.7%	13.0%	15.3%
\$150,000 - \$199,999	8.8%	12.3%	15.2%
\$200,000 - \$249,999	3.5%	5.8%	8.7%
\$250,000 - \$299,999	3.8%	4.4%	6.0%
\$300,000 - \$399,999	2.5%	3.9%	6.0%
\$400,000 - \$499,999	0.9%	3.1%	2.7%
\$500,000 - \$749,999	1.5%	3.7%	3.6%
\$750,000 - \$999,999	0.3%	0.6%	0.6%
\$1,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$112,121	\$150,991	\$169,055
2022 Owner Occupied Housing Units by Value			
Total	2,145	8,973	15,440
<\$50,000	24.1%	22.0%	15.9%
\$50,000 - \$99,999	27.0%	22.4%	18.8%
\$100,000 - \$149,999	12.2%	10.6%	12.5%
\$150,000 - \$199,999	10.3%	12.5%	14.5%
\$200,000 - \$249,999	5.5%	6.6%	9.9%
\$250,000 - \$299,999	7.5%	6.6%	7.6%
\$300,000 - \$399,999	6.5%	7.0%	9.1%
\$400,000 - \$499,999	2.7%	5.7%	5.0%
\$500,000 - \$749,999	3.8%	5.2%	5.5%
\$750,000 - \$999,999	0.5%	1.0%	0.9%
\$1,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$154,928	\$186,553	\$203,778

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.

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2010 Population by Age			
Total	8,661	32,319	52,066
0 - 4	8.6%	8.9%	8.7%
5 - 9	8.7%	8.6%	8.2%
10 - 14	7.8%	7.6%	7.4%
15 - 24	16.0%	15.7%	15.1%
25 - 34	14.4%	13.6%	13.7%
35 - 44	11.3%	11.1%	11.4%
45 - 54	13.8%	13.6%	13.7%
55 - 64	9.2%	9.9%	10.0%
65 - 74	5.2%	5.7%	5.8%
75 - 84	3.7%	3.9%	4.4%
85 +	1.2%	1.3%	1.4%
18 +	70.1%	70.0%	70.8%
2017 Population by Age			
Total	9,726	37,924	60,781
0 - 4	8.3%	8.5%	8.2%
5 - 9	8.0%	8.2%	8.0%
10 - 14	7.7%	7.8%	7.6%
15 - 24	14.7%	14.6%	14.2%
25 - 34	16.0%	14.9%	14.4%
35 - 44	11.3%	11.2%	11.6%
45 - 54	11.5%	11.1%	11.3%
55 - 64	11.2%	11.3%	11.6%
65 - 74	6.6%	7.2%	7.3%
75 - 84	3.5%	3.7%	4.1%
85 +	1.4%	1.6%	1.8%
18 +	71.7%	71.2%	72.0%
2022 Population by Age			
Total	10,486	41,545	66,338
0 - 4	8.1%	8.3%	8.0%
5 - 9	7.8%	8.0%	7.8%
10 - 14	7.7%	7.8%	7.7%
15 - 24	14.2%	13.9%	13.5%
25 - 34	15.3%	14.3%	13.7%
35 - 44	12.2%	12.3%	12.7%
45 - 54	10.4%	10.2%	10.4%
55 - 64	11.0%	11.0%	11.2%
65 - 74	7.9%	8.4%	8.6%
75 - 84	4.1%	4.3%	4.5%
85 +	1.4%	1.6%	1.9%
18 +	72.0%	71.6%	72.2%
2010 Population by Sex			
Males	4,289	15,670	25,197
Females	4,371	16,650	26,869
2017 Population by Sex			
Males	4,833	18,540	29,615
Females	4,892	19,384	31,167
2022 Population by Sex			
Males	5,230	20,429	32,515
Females	5,255	21,114	33,823

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 Population by Race/Ethnicity			
Total	8,661	32,320	52,065
White Alone	63.0%	63.5%	67.7%
Black Alone	11.6%	13.7%	11.5%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.0%	18.7%	16.7%
Two or More Races	3.2%	2.9%	2.7%
Hispanic Origin	65.7%	57.6%	50.3%
Diversity Index	77.5	78.4	76.4
2017 Population by Race/Ethnicity			
Total	9,724	37,924	60,781
White Alone	60.8%	61.3%	64.7%
Black Alone	10.4%	12.6%	10.9%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	0.2%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	23.9%	21.5%	19.6%
Two or More Races	3.6%	3.3%	3.2%
Hispanic Origin	72.7%	64.9%	58.2%
Diversity Index	77.0	78.7	77.9
2022 Population by Race/Ethnicity			
Total	10,485	41,543	66,337
White Alone	60.6%	61.0%	63.9%
Black Alone	9.5%	11.6%	10.1%
American Indian Alone	1.2%	1.0%	1.0%
Asian Alone	0.3%	0.4%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.8%	22.5%	20.7%
Two or More Races	3.7%	3.4%	3.4%
Hispanic Origin	76.7%	69.2%	62.9%
Diversity Index	75.9	77.8	77.7
2010 Population by Relationship and Household Type			
Total	8,660	32,320	52,066
In Households	95.5%	97.6%	97.9%
In Family Households	84.0%	86.2%	86.6%
Householder	23.0%	24.3%	25.1%
Spouse	14.3%	15.6%	17.2%
Child	38.9%	38.8%	37.5%
Other relative	5.4%	5.0%	4.7%
Nonrelative	2.3%	2.4%	2.2%
In Nonfamily Households	11.5%	11.4%	11.3%
In Group Quarters	4.5%	2.4%	2.1%
Institutionalized Population	3.5%	1.2%	0.9%
Noninstitutionalized Population	1.0%	1.1%	1.1%

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	5,964	23,107	37,726
Less than 9th Grade	20.2%	15.9%	12.3%
9th - 12th Grade, No Diploma	18.2%	17.2%	14.0%
High School Graduate	19.0%	18.0%	18.4%
GED/Alternative Credential	5.4%	4.8%	5.1%
Some College, No Degree	20.1%	21.6%	23.4%
Associate Degree	3.8%	5.8%	6.7%
Bachelor's Degree	9.2%	12.0%	14.0%
Graduate/Professional Degree	3.9%	4.8%	6.2%
2017 Population 15+ by Marital Status			
Total	7,394	28,628	46,331
Never Married	36.9%	33.8%	32.8%
Married	46.3%	48.0%	49.4%
Widowed	5.6%	5.7%	5.7%
Divorced	11.3%	12.4%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	88.1%	91.7%	93.1%
Civilian Unemployed (Unemployment Rate)	11.9%	8.3%	6.9%
2017 Employed Population 16+ by Industry			
Total	3,401	13,877	22,847
Agriculture/Mining	12.6%	13.1%	13.9%
Construction	13.6%	10.7%	9.4%
Manufacturing	4.0%	4.0%	3.9%
Wholesale Trade	2.8%	4.0%	3.8%
Retail Trade	14.2%	12.8%	11.9%
Transportation/Utilities	2.8%	4.3%	4.9%
Information	1.1%	1.6%	1.5%
Finance/Insurance/Real Estate	5.2%	4.6%	4.6%
Services	42.4%	43.2%	43.4%
Public Administration	1.3%	1.8%	2.7%
2017 Employed Population 16+ by Occupation			
Total	3,401	13,875	22,848
White Collar	41.3%	44.7%	49.7%
Management/Business/Financial	6.3%	8.7%	10.0%
Professional	12.0%	12.9%	15.4%
Sales	9.8%	10.3%	10.4%
Administrative Support	13.3%	12.8%	14.0%
Services	21.8%	21.0%	18.7%
Blue Collar	36.9%	34.2%	31.6%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	15.8%	13.8%	12.7%
Installation/Maintenance/Repair	4.9%	5.2%	4.6%
Production	6.4%	5.6%	5.2%
Transportation/Material Moving	9.6%	9.3%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	8,660	32,320	52,066
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

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	2,854	11,056	18,064
Households with 1 Person	25.3%	24.7%	23.9%
Households with 2+ People	74.7%	75.3%	76.1%
Family Households	70.4%	71.3%	72.2%
Husband-wife Families	43.7%	45.9%	49.5%
With Related Children	24.7%	24.5%	25.6%
Other Family (No Spouse Present)	26.6%	25.4%	22.8%
Other Family with Male Householder	6.5%	6.2%	5.7%
With Related Children	4.1%	3.8%	3.5%
Other Family with Female Householder	20.1%	19.3%	17.1%
With Related Children	13.8%	13.4%	11.9%
Nonfamily Households	4.3%	4.0%	3.9%
All Households with Children	42.9%	42.1%	41.3%
Multigenerational Households	9.8%	8.8%	7.6%
Unmarried Partner Households	6.4%	6.3%	5.9%
Male-female	6.1%	5.9%	5.5%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	2,855	11,055	18,064
1 Person Household	25.3%	24.7%	23.9%
2 Person Household	25.1%	27.0%	28.7%
3 Person Household	17.0%	17.0%	17.1%
4 Person Household	14.2%	14.4%	14.8%
5 Person Household	9.3%	9.0%	8.7%
6 Person Household	5.3%	4.5%	4.0%
7 + Person Household	3.7%	3.3%	2.9%
2010 Households by Tenure and Mortgage Status			
Total	2,854	11,055	18,064
Owner Occupied	66.9%	67.8%	71.5%
Owned with a Mortgage/Loan	32.3%	33.6%	38.4%
Owned Free and Clear	34.6%	34.1%	33.2%
Renter Occupied	33.1%	32.2%	28.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,203	12,027	19,470
Housing Units Inside Urbanized Area	100.0%	100.0%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.8%

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. Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Rustbelt Traditions (5D)	Hardscrabble Road (8G)	Comfortable Empty Nesters
	3. Traditional Living (12B)	Comfortable Empty Nesters	Barrios Urbanos (7D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$4,842,444	\$24,126,014	\$43,133,125
Average Spent	\$1,509.96	\$1,868.06	\$2,052.10
Spending Potential Index	70	86	95
Education: Total \$	\$2,848,365	\$14,790,470	\$26,810,533
Average Spent	\$888.17	\$1,145.22	\$1,275.54
Spending Potential Index	61	79	88
Entertainment/Recreation: Total \$	\$6,799,175	\$33,858,329	\$61,250,990
Average Spent	\$2,120.10	\$2,621.63	\$2,914.08
Spending Potential Index	68	84	93
Food at Home: Total \$	\$11,775,508	\$58,058,393	\$102,853,441
Average Spent	\$3,671.81	\$4,495.42	\$4,893.36
Spending Potential Index	73	89	97
Food Away from Home: Total \$	\$7,560,317	\$37,470,541	\$66,830,523
Average Spent	\$2,357.44	\$2,901.32	\$3,179.53
Spending Potential Index	71	87	95
Health Care: Total \$	\$12,531,361	\$61,656,604	\$111,580,157
Average Spent	\$3,907.50	\$4,774.03	\$5,308.54
Spending Potential Index	70	85	95
HH Furnishings & Equipment: Total \$	\$4,372,848	\$21,572,274	\$38,852,252
Average Spent	\$1,363.53	\$1,670.33	\$1,848.43
Spending Potential Index	70	86	95
Personal Care Products & Services: Total \$	\$1,726,142	\$8,631,726	\$15,616,698
Average Spent	\$538.24	\$668.35	\$742.98
Spending Potential Index	68	84	93
Shelter: Total \$	\$35,793,910	\$179,209,147	\$321,207,248
Average Spent	\$11,161.18	\$13,876.05	\$15,281.76
Spending Potential Index	69	85	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,117,844	\$25,469,946	\$46,346,561
Average Spent	\$1,595.84	\$1,972.12	\$2,204.98
Spending Potential Index	68	84	94
Travel: Total \$	\$4,168,072	\$21,188,573	\$39,180,607
Average Spent	\$1,299.68	\$1,640.62	\$1,864.06
Spending Potential Index	63	79	90
Vehicle Maintenance & Repairs: Total \$	\$2,421,725	\$11,978,892	\$21,507,488
Average Spent	\$755.14	\$927.52	\$1,023.24
Spending Potential Index	70	87	95

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.