



Market Profile

3314 W Loop 250 N, Midland, Texas, 79707
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Dub House, MAI, CCIM
 Latitude: 32.03372
 Longitude: -102.13024

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	9,969	44,447	38,658
2010 Total Population	10,807	52,776	44,214
2016 Total Population	11,768	61,310	51,494
2016 Group Quarters	19	905	647
2021 Total Population	12,435	67,132	56,343
2016-2021 Annual Rate	1.11%	1.83%	1.82%
Household Summary			
2000 Households	4,319	17,908	12,810
2000 Average Household Size	2.31	2.44	2.96
2010 Households	4,819	21,393	14,625
2010 Average Household Size	2.24	2.42	2.98
2016 Households	5,185	24,527	16,813
2016 Average Household Size	2.27	2.46	3.02
2021 Households	5,462	26,761	18,331
2021 Average Household Size	2.27	2.47	3.04
2016-2021 Annual Rate	1.05%	1.76%	1.74%
2010 Families	2,953	14,365	10,838
2010 Average Family Size	2.86	2.98	3.49
2016 Families	3,127	16,330	12,382
2016 Average Family Size	2.92	3.04	3.56
2021 Families	3,266	17,740	13,455
2021 Average Family Size	2.94	3.06	3.58
2016-2021 Annual Rate	0.87%	1.67%	1.68%
Housing Unit Summary			
2000 Housing Units	4,865	19,883	14,339
Owner Occupied Housing Units	47.4%	59.3%	63.5%
Renter Occupied Housing Units	41.4%	30.8%	25.8%
Vacant Housing Units	11.2%	9.9%	10.7%
2010 Housing Units	5,133	22,662	15,744
Owner Occupied Housing Units	51.3%	61.1%	66.3%
Renter Occupied Housing Units	42.6%	33.3%	26.6%
Vacant Housing Units	6.1%	5.6%	7.1%
2016 Housing Units	5,520	25,924	18,013
Owner Occupied Housing Units	47.6%	58.0%	63.5%
Renter Occupied Housing Units	46.3%	36.6%	29.8%
Vacant Housing Units	6.1%	5.4%	6.7%
2021 Housing Units	5,850	28,401	19,709
Owner Occupied Housing Units	46.8%	57.5%	63.2%
Renter Occupied Housing Units	46.6%	36.8%	29.8%
Vacant Housing Units	6.6%	5.8%	7.0%
Median Household Income			
2016	\$64,490	\$75,104	\$44,449
2021	\$70,488	\$82,896	\$45,676
Median Home Value			
2016	\$240,977	\$221,384	\$92,329
2021	\$248,973	\$238,325	\$105,248
Per Capita Income			
2016	\$41,725	\$42,079	\$20,280
2021	\$44,393	\$45,324	\$21,478
Median Age			
2010	35.5	36.0	30.2
2016	35.9	36.6	31.4
2021	36.2	37.4	32.3

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	5,185	24,527	16,813
<\$15,000	8.2%	8.2%	15.6%
\$15,000 - \$24,999	8.8%	6.9%	12.5%
\$25,000 - \$34,999	11.5%	7.9%	11.5%
\$35,000 - \$49,999	10.8%	10.3%	14.9%
\$50,000 - \$74,999	16.3%	16.5%	19.2%
\$75,000 - \$99,999	11.6%	13.8%	12.0%
\$100,000 - \$149,999	14.9%	17.6%	8.9%
\$150,000 - \$199,999	8.8%	7.1%	2.3%
\$200,000+	9.3%	11.6%	3.1%
Average Household Income	\$94,257	\$104,113	\$60,093
2021 Households by Income			
Household Income Base	5,462	26,761	18,331
<\$15,000	8.3%	8.0%	16.3%
\$15,000 - \$24,999	8.5%	6.6%	12.0%
\$25,000 - \$34,999	12.3%	8.3%	12.5%
\$35,000 - \$49,999	7.2%	6.9%	11.9%
\$50,000 - \$74,999	15.9%	14.2%	17.2%
\$75,000 - \$99,999	12.8%	15.5%	14.1%
\$100,000 - \$149,999	15.5%	20.0%	9.7%
\$150,000 - \$199,999	9.7%	8.0%	2.7%
\$200,000+	9.8%	12.4%	3.5%
Average Household Income	\$100,593	\$112,807	\$64,047
2016 Owner Occupied Housing Units by Value			
Total	2,627	15,040	11,442
<\$50,000	0.7%	1.8%	20.5%
\$50,000 - \$99,999	1.6%	6.7%	34.8%
\$100,000 - \$149,999	4.0%	12.1%	18.8%
\$150,000 - \$199,999	20.8%	23.2%	10.7%
\$200,000 - \$249,999	28.1%	14.5%	4.3%
\$250,000 - \$299,999	23.9%	13.0%	3.1%
\$300,000 - \$399,999	11.8%	13.6%	2.7%
\$400,000 - \$499,999	1.9%	6.3%	0.6%
\$500,000 - \$749,999	4.2%	5.1%	2.8%
\$750,000 - \$999,999	2.5%	2.3%	1.1%
\$1,000,000 +	0.6%	1.5%	0.4%
Average Home Value	\$277,435	\$275,697	\$136,865
2021 Owner Occupied Housing Units by Value			
Total	2,738	16,320	12,452
<\$50,000	0.3%	1.0%	16.1%
\$50,000 - \$99,999	0.7%	4.8%	32.3%
\$100,000 - \$149,999	1.8%	8.1%	15.1%
\$150,000 - \$199,999	14.1%	20.5%	13.2%
\$200,000 - \$249,999	33.8%	20.3%	8.7%
\$250,000 - \$299,999	29.5%	16.1%	4.6%
\$300,000 - \$399,999	11.0%	12.0%	3.4%
\$400,000 - \$499,999	2.2%	8.5%	0.8%
\$500,000 - \$749,999	3.8%	4.8%	3.8%
\$750,000 - \$999,999	2.4%	2.5%	1.5%
\$1,000,000 +	0.5%	1.3%	0.4%
Average Home Value	\$283,960	\$288,793	\$160,275

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	10,808	52,775	44,214
0 - 4	7.0%	7.5%	9.1%
5 - 9	5.9%	6.5%	8.8%
10 - 14	5.6%	6.5%	8.2%
15 - 24	15.5%	13.9%	15.5%
25 - 34	15.4%	14.4%	15.1%
35 - 44	10.5%	11.6%	12.0%
45 - 54	14.2%	15.0%	13.1%
55 - 64	13.3%	11.5%	9.2%
65 - 74	6.7%	5.8%	5.0%
75 - 84	4.7%	5.2%	3.2%
85 +	1.2%	2.1%	0.9%
18 +	77.8%	75.4%	69.0%
2016 Population by Age			
Total	11,769	61,309	51,495
0 - 4	6.7%	7.0%	8.7%
5 - 9	6.2%	6.9%	8.4%
10 - 14	5.5%	6.4%	8.1%
15 - 24	13.9%	13.2%	15.0%
25 - 34	16.7%	14.5%	15.4%
35 - 44	10.9%	11.9%	12.2%
45 - 54	11.2%	12.6%	11.4%
55 - 64	13.9%	13.0%	10.5%
65 - 74	8.5%	7.2%	6.1%
75 - 84	5.0%	4.8%	3.1%
85 +	1.5%	2.5%	1.0%
18 +	78.6%	76.0%	70.3%
2021 Population by Age			
Total	12,432	67,135	56,344
0 - 4	6.8%	6.9%	8.6%
5 - 9	6.0%	6.7%	8.3%
10 - 14	5.7%	6.7%	8.1%
15 - 24	12.8%	12.2%	14.2%
25 - 34	17.1%	14.1%	14.8%
35 - 44	11.6%	13.0%	13.3%
45 - 54	10.2%	11.3%	10.6%
55 - 64	12.4%	12.7%	10.5%
65 - 74	10.2%	9.0%	7.1%
75 - 84	5.4%	4.8%	3.4%
85 +	1.7%	2.6%	1.1%
18 +	78.6%	76.1%	70.6%
2010 Population by Sex			
Males	5,273	25,663	21,638
Females	5,534	27,113	22,576
2016 Population by Sex			
Males	5,741	29,890	25,350
Females	6,027	31,420	26,144
2021 Population by Sex			
Males	6,029	32,818	27,868
Females	6,406	34,314	28,474

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	10,807	52,775	44,215
White Alone	85.2%	83.3%	66.3%
Black Alone	4.6%	5.0%	10.7%
American Indian Alone	0.6%	0.6%	0.9%
Asian Alone	2.0%	2.0%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	6.9%	18.4%
Two or More Races	2.0%	2.2%	3.1%
Hispanic Origin	20.3%	22.1%	58.0%
Diversity Index	50.8	54.3	76.9
2016 Population by Race/Ethnicity			
Total	11,768	61,310	51,494
White Alone	81.3%	79.6%	64.3%
Black Alone	5.0%	5.2%	9.7%
American Indian Alone	0.7%	0.7%	0.9%
Asian Alone	2.7%	2.7%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	7.7%	8.9%	20.8%
Two or More Races	2.6%	2.8%	3.5%
Hispanic Origin	27.4%	28.8%	65.0%
Diversity Index	60.0	62.4	77.0
2021 Population by Race/Ethnicity			
Total	12,435	67,132	56,342
White Alone	78.5%	77.1%	63.7%
Black Alone	5.1%	5.2%	8.8%
American Indian Alone	0.7%	0.7%	1.0%
Asian Alone	3.3%	3.4%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.2%	10.3%	21.8%
Two or More Races	3.1%	3.3%	3.7%
Hispanic Origin	33.1%	34.2%	69.7%
Diversity Index	65.4	67.1	76.1
2010 Population by Relationship and Household Type			
Total	10,807	52,776	44,214
In Households	99.8%	98.3%	98.5%
In Family Households	79.6%	82.6%	88.2%
Householder	27.4%	27.1%	24.6%
Spouse	21.4%	21.5%	16.3%
Child	26.9%	29.8%	39.6%
Other relative	2.4%	2.5%	5.1%
Nonrelative	1.4%	1.6%	2.6%
In Nonfamily Households	20.2%	15.7%	10.3%
In Group Quarters	0.2%	1.7%	1.5%
Institutionalized Population	0.0%	0.4%	1.1%
Noninstitutionalized Population	0.2%	1.3%	0.4%

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.

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2016 Population 25+ by Educational Attainment			
Total	7,977	40,766	30,808
Less than 9th Grade	1.1%	2.7%	13.6%
9th - 12th Grade, No Diploma	3.8%	4.3%	15.7%
High School Graduate	16.5%	15.8%	20.8%
GED/Alternative Credential	2.4%	3.3%	6.4%
Some College, No Degree	24.1%	30.3%	24.4%
Associate Degree	6.2%	8.9%	5.5%
Bachelor's Degree	33.7%	24.2%	9.6%
Graduate/Professional Degree	12.2%	10.5%	3.9%
2016 Population 15+ by Marital Status			
Total	9,609	48,837	38,526
Never Married	27.9%	29.3%	35.0%
Married	57.5%	56.1%	47.0%
Widowed	4.8%	5.5%	4.4%
Divorced	9.9%	9.1%	13.6%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	97.3%	93.7%
Civilian Unemployed	1.7%	2.7%	6.3%
2016 Employed Population 16+ by Industry			
Total	6,463	31,040	23,168
Agriculture/Mining	17.4%	19.3%	15.5%
Construction	5.5%	5.7%	9.1%
Manufacturing	4.2%	3.8%	4.6%
Wholesale Trade	4.2%	3.9%	3.1%
Retail Trade	10.8%	10.7%	12.2%
Transportation/Utilities	4.8%	5.1%	5.1%
Information	1.8%	1.3%	1.1%
Finance/Insurance/Real Estate	7.2%	6.0%	3.8%
Services	39.5%	41.6%	42.9%
Public Administration	4.4%	2.7%	2.5%
2016 Employed Population 16+ by Occupation			
Total	6,463	31,038	23,167
White Collar	68.0%	68.5%	47.2%
Management/Business/Financial	17.9%	17.8%	9.0%
Professional	24.0%	22.9%	14.2%
Sales	11.1%	12.7%	9.9%
Administrative Support	15.0%	15.1%	14.1%
Services	12.5%	11.0%	20.1%
Blue Collar	19.4%	20.5%	32.6%
Farming/Forestry/Fishing	0.6%	0.3%	0.2%
Construction/Extraction	8.4%	9.2%	11.9%
Installation/Maintenance/Repair	2.6%	3.1%	5.5%
Production	2.9%	2.8%	5.1%
Transportation/Material Moving	4.8%	5.0%	10.0%
2010 Population By Urban/ Rural Status			
Total Population	10,807	52,776	44,214
Population Inside Urbanized Area	99.9%	97.5%	97.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	2.5%	2.1%

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	4,819	21,393	14,625
Households with 1 Person	32.8%	27.8%	21.6%
Households with 2+ People	67.2%	72.2%	78.4%
Family Households	61.3%	67.1%	74.1%
Husband-wife Families	47.9%	53.3%	49.1%
With Related Children	18.4%	23.4%	28.1%
Other Family (No Spouse Present)	13.3%	13.9%	25.0%
Other Family with Male Householder	3.7%	3.7%	6.4%
With Related Children	2.2%	2.3%	4.2%
Other Family with Female Householder	9.7%	10.1%	18.6%
With Related Children	7.0%	7.3%	13.0%
Nonfamily Households	5.9%	5.0%	4.3%
All Households with Children	27.9%	33.4%	45.7%
Multigenerational Households	2.4%	2.8%	8.9%
Unmarried Partner Households	5.3%	5.3%	6.9%
Male-female	4.7%	4.8%	6.3%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	4,820	21,394	14,624
1 Person Household	32.8%	27.8%	21.6%
2 Person Household	36.6%	34.8%	26.2%
3 Person Household	14.1%	15.9%	18.1%
4 Person Household	10.0%	13.2%	16.1%
5 Person Household	4.4%	5.7%	9.7%
6 Person Household	1.3%	1.8%	4.6%
7 + Person Household	0.7%	0.8%	3.6%
2010 Households by Tenure and Mortgage Status			
Total	4,819	21,393	14,625
Owner Occupied	54.7%	64.7%	71.4%
Owned with a Mortgage/Loan	34.9%	42.3%	41.5%
Owned Free and Clear	19.8%	22.4%	29.9%
Renter Occupied	45.3%	35.3%	28.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,133	22,662	15,744
Housing Units Inside Urbanized Area	99.9%	97.8%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	2.2%	2.2%

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.	In Style (5B)	In Style (5B)	Southwestern Families (7F)
2.	Young and Restless (11B)	Bright Young Professionals	Barrios Urbanos (7D)
3.	Bright Young Professionals	Professional Pride (1B)	American Dreamers (7C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$13,249,963	\$66,887,601	\$27,466,235
Average Spent	\$2,555.44	\$2,727.10	\$1,633.63
Spending Potential Index	127	135	81
Education: Total \$	\$9,199,626	\$48,687,574	\$16,273,243
Average Spent	\$1,774.28	\$1,985.06	\$967.90
Spending Potential Index	125	140	68
Entertainment/Recreation: Total \$	\$18,323,535	\$95,472,371	\$38,354,792
Average Spent	\$3,533.95	\$3,892.54	\$2,281.26
Spending Potential Index	121	134	78
Food at Home: Total \$	\$32,089,669	\$161,275,994	\$69,435,069
Average Spent	\$6,188.94	\$6,575.45	\$4,129.84
Spending Potential Index	124	132	83
Food Away from Home: Total \$	\$20,452,476	\$102,797,105	\$42,765,497
Average Spent	\$3,944.55	\$4,191.18	\$2,543.60
Spending Potential Index	128	136	82
Health Care: Total \$	\$31,762,018	\$169,435,072	\$69,553,261
Average Spent	\$6,125.75	\$6,908.10	\$4,136.87
Spending Potential Index	116	130	78
HH Furnishings & Equipment: Total \$	\$11,276,032	\$58,565,131	\$23,569,502
Average Spent	\$2,174.74	\$2,387.78	\$1,401.86
Spending Potential Index	123	135	79
Personal Care Products & Services: Total \$	\$4,704,787	\$24,315,744	\$9,713,226
Average Spent	\$907.38	\$991.39	\$577.72
Spending Potential Index	124	135	79
Shelter: Total \$	\$102,381,823	\$522,940,996	\$207,105,836
Average Spent	\$19,745.77	\$21,321.03	\$12,318.20
Spending Potential Index	127	137	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,343,140	\$76,571,191	\$29,742,510
Average Spent	\$2,766.28	\$3,121.91	\$1,769.02
Spending Potential Index	119	135	76
Travel: Total \$	\$11,543,267	\$62,761,257	\$22,709,042
Average Spent	\$2,226.28	\$2,558.86	\$1,350.68
Spending Potential Index	120	137	73
Vehicle Maintenance & Repairs: Total \$	\$6,551,937	\$33,649,309	\$13,917,574
Average Spent	\$1,263.63	\$1,371.93	\$827.79
Spending Potential Index	122	133	80

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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