



Market Profile

3404 N Midland Dr, Midland, Texas, 79707
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.01961
Longitude: -102.14258

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	14,556	37,197	61,911
2010 Total Population	16,729	43,453	71,175
2017 Total Population	19,210	50,287	82,212
2017 Group Quarters	202	410	669
2022 Total Population	20,698	54,667	89,381
2017-2022 Annual Rate	1.50%	1.68%	1.69%
2017 Total Daytime Population	16,665	41,472	69,879
Workers	6,041	13,356	22,699
Residents	10,624	28,116	47,180
Household Summary			
2000 Households	5,998	15,307	24,613
2000 Average Household Size	2.40	2.40	2.49
2010 Households	7,161	18,203	28,446
2010 Average Household Size	2.31	2.36	2.48
2017 Households	8,257	21,014	32,752
2017 Average Household Size	2.30	2.37	2.49
2022 Households	8,906	22,826	35,568
2022 Average Household Size	2.30	2.38	2.49
2017-2022 Annual Rate	1.52%	1.67%	1.66%
2010 Families	4,484	11,807	19,213
2010 Average Family Size	2.89	2.95	3.03
2017 Families	5,080	13,514	21,944
2017 Average Family Size	2.90	2.97	3.06
2022 Families	5,443	14,622	23,744
2022 Average Family Size	2.91	2.98	3.07
2017-2022 Annual Rate	1.39%	1.59%	1.59%
Housing Unit Summary			
2000 Housing Units	7,065	17,218	27,370
Owner Occupied Housing Units	45.5%	52.3%	57.8%
Renter Occupied Housing Units	39.3%	36.6%	32.1%
Vacant Housing Units	15.1%	11.1%	10.1%
2010 Housing Units	7,737	19,331	30,162
Owner Occupied Housing Units	48.0%	56.0%	61.2%
Renter Occupied Housing Units	44.6%	38.2%	33.1%
Vacant Housing Units	7.4%	5.8%	5.7%
2017 Housing Units	8,778	21,979	34,166
Owner Occupied Housing Units	44.4%	53.5%	59.1%
Renter Occupied Housing Units	49.6%	42.1%	36.7%
Vacant Housing Units	5.9%	4.4%	4.1%
2022 Housing Units	9,468	23,852	37,045
Owner Occupied Housing Units	43.6%	53.2%	58.9%
Renter Occupied Housing Units	50.5%	42.5%	37.1%
Vacant Housing Units	5.9%	4.3%	4.0%
Median Household Income			
2017	\$65,241	\$70,869	\$69,426
2022	\$73,565	\$79,235	\$77,794
Median Home Value			
2017	\$212,853	\$229,077	\$212,016
2022	\$240,304	\$256,050	\$244,510
Per Capita Income			
2017	\$38,250	\$42,046	\$40,675
2022	\$42,949	\$47,129	\$45,376
Median Age			
2010	32.9	34.6	34.5
2017	33.9	35.4	35.4
2022	34.2	36.1	36.2

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	8,257	21,014	32,752
<\$15,000	7.5%	6.9%	6.7%
\$15,000 - \$24,999	7.2%	6.7%	7.2%
\$25,000 - \$34,999	9.6%	8.5%	8.6%
\$35,000 - \$49,999	12.1%	11.4%	11.6%
\$50,000 - \$74,999	19.5%	18.8%	19.1%
\$75,000 - \$99,999	13.5%	13.0%	12.5%
\$100,000 - \$149,999	16.4%	16.7%	16.0%
\$150,000 - \$199,999	6.1%	7.5%	7.4%
\$200,000+	8.0%	10.5%	11.0%
Average Household Income	\$90,528	\$100,536	\$101,564
2022 Households by Income			
Household Income Base	8,906	22,826	35,568
<\$15,000	7.3%	6.6%	6.5%
\$15,000 - \$24,999	6.5%	6.0%	6.5%
\$25,000 - \$34,999	8.2%	7.2%	7.3%
\$35,000 - \$49,999	10.4%	9.7%	10.0%
\$50,000 - \$74,999	18.3%	17.5%	17.8%
\$75,000 - \$99,999	14.4%	13.7%	13.4%
\$100,000 - \$149,999	18.8%	19.0%	18.2%
\$150,000 - \$199,999	7.0%	8.4%	8.3%
\$200,000+	9.1%	11.8%	12.1%
Average Household Income	\$101,908	\$112,963	\$113,601
2017 Owner Occupied Housing Units by Value			
Total	3,901	11,763	20,205
<\$50,000	0.6%	0.5%	2.1%
\$50,000 - \$99,999	2.9%	4.1%	9.1%
\$100,000 - \$149,999	12.7%	11.4%	14.7%
\$150,000 - \$199,999	28.7%	24.1%	20.6%
\$200,000 - \$249,999	20.0%	17.0%	14.6%
\$250,000 - \$299,999	12.2%	17.8%	13.9%
\$300,000 - \$399,999	14.4%	12.6%	12.3%
\$400,000 - \$499,999	4.0%	3.3%	3.5%
\$500,000 - \$749,999	2.9%	7.3%	6.8%
\$750,000 - \$999,999	1.0%	1.3%	1.7%
\$1,000,000 +	0.6%	0.5%	0.8%
Average Home Value	\$249,692	\$269,632	\$258,245
2022 Owner Occupied Housing Units by Value			
Total	4,128	12,700	21,825
<\$50,000	0.4%	0.4%	1.8%
\$50,000 - \$99,999	1.7%	2.5%	6.2%
\$100,000 - \$149,999	8.2%	7.6%	10.8%
\$150,000 - \$199,999	24.0%	20.1%	17.9%
\$200,000 - \$249,999	19.5%	17.0%	15.0%
\$250,000 - \$299,999	14.3%	19.9%	15.2%
\$300,000 - \$399,999	19.5%	16.4%	15.5%
\$400,000 - \$499,999	5.5%	4.5%	5.3%
\$500,000 - \$749,999	4.6%	9.1%	8.9%
\$750,000 - \$999,999	1.5%	1.8%	2.3%
\$1,000,000 +	0.9%	0.7%	1.1%
Average Home Value	\$282,556	\$298,961	\$293,241

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	16,729	43,452	71,178
0 - 4	8.0%	7.7%	7.7%
5 - 9	6.4%	6.6%	6.8%
10 - 14	6.1%	6.4%	6.8%
15 - 24	15.6%	14.4%	14.3%
25 - 34	16.9%	15.5%	15.0%
35 - 44	11.5%	11.7%	11.7%
45 - 54	13.9%	14.3%	14.4%
55 - 64	11.1%	11.1%	11.2%
65 - 74	5.1%	5.5%	5.6%
75 - 84	3.9%	4.8%	4.8%
85 +	1.5%	1.9%	1.8%
18 +	75.7%	75.4%	74.4%
2017 Population by Age			
Total	19,210	50,289	82,211
0 - 4	7.6%	7.2%	7.3%
5 - 9	6.9%	6.9%	7.0%
10 - 14	6.0%	6.3%	6.6%
15 - 24	13.5%	13.0%	13.2%
25 - 34	17.8%	16.1%	15.4%
35 - 44	12.5%	12.3%	12.3%
45 - 54	10.8%	11.6%	11.7%
55 - 64	11.7%	12.4%	12.5%
65 - 74	7.1%	7.4%	7.4%
75 - 84	4.0%	4.5%	4.4%
85 +	2.1%	2.4%	2.2%
18 +	76.3%	76.3%	75.5%
2022 Population by Age			
Total	20,699	54,667	89,383
0 - 4	7.8%	7.2%	7.3%
5 - 9	6.8%	6.7%	6.9%
10 - 14	6.3%	6.5%	6.8%
15 - 24	13.2%	12.5%	12.5%
25 - 34	17.1%	15.5%	14.8%
35 - 44	13.4%	13.2%	13.4%
45 - 54	10.1%	10.9%	10.9%
55 - 64	10.5%	11.4%	11.6%
65 - 74	8.4%	8.9%	8.9%
75 - 84	4.2%	4.7%	4.6%
85 +	2.1%	2.4%	2.3%
18 +	75.9%	76.1%	75.3%
2010 Population by Sex			
Males	8,284	21,239	34,733
Females	8,445	22,214	36,442
2017 Population by Sex			
Males	9,512	24,654	40,220
Females	9,698	25,633	41,992
2022 Population by Sex			
Males	10,227	26,781	43,752
Females	10,471	27,886	45,629

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	16,729	43,452	71,174
White Alone	80.1%	83.6%	82.2%
Black Alone	5.6%	4.4%	4.5%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.8%	2.3%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.6%	6.8%	8.4%
Two or More Races	2.3%	2.2%	2.4%
Hispanic Origin	25.4%	22.1%	26.5%
Diversity Index	59.9	54.0	58.6
2017 Population by Race/Ethnicity			
Total	19,210	50,287	82,212
White Alone	74.8%	78.9%	77.7%
Black Alone	5.9%	4.7%	4.7%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	3.9%	3.4%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.6%	9.3%	11.0%
Two or More Races	2.9%	3.0%	3.1%
Hispanic Origin	34.2%	30.0%	34.6%
Diversity Index	69.0	63.7	66.7
2022 Population by Race/Ethnicity			
Total	20,699	54,668	89,382
White Alone	71.8%	76.1%	75.2%
Black Alone	5.9%	4.7%	4.7%
American Indian Alone	0.8%	0.7%	0.8%
Asian Alone	4.7%	4.2%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	13.3%	10.7%	12.3%
Two or More Races	3.4%	3.5%	3.5%
Hispanic Origin	40.1%	35.4%	40.0%
Diversity Index	72.9	68.4	70.4
2010 Population by Relationship and Household Type			
Total	16,729	43,453	71,175
In Households	99.0%	99.0%	99.0%
In Family Households	79.6%	81.7%	83.7%
Householder	26.5%	27.0%	26.9%
Spouse	19.6%	21.0%	21.0%
Child	28.8%	29.5%	31.0%
Other relative	2.8%	2.5%	2.9%
Nonrelative	2.1%	1.6%	1.8%
In Nonfamily Households	19.3%	17.3%	15.3%
In Group Quarters	1.0%	1.0%	1.0%
Institutionalized Population	0.5%	0.3%	0.2%
Noninstitutionalized Population	0.5%	0.7%	0.8%

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	12,683	33,521	54,210
Less than 9th Grade	3.6%	2.6%	3.8%
9th - 12th Grade, No Diploma	4.7%	3.6%	5.2%
High School Graduate	16.8%	16.2%	17.5%
GED/Alternative Credential	4.4%	3.6%	4.2%
Some College, No Degree	29.1%	28.4%	26.3%
Associate Degree	8.3%	8.4%	8.2%
Bachelor's Degree	24.2%	26.6%	24.4%
Graduate/Professional Degree	8.9%	10.6%	10.4%
2017 Population 15+ by Marital Status			
Total	15,268	40,079	65,074
Never Married	31.2%	29.4%	29.5%
Married	51.9%	55.3%	54.8%
Widowed	4.9%	5.3%	5.3%
Divorced	12.0%	10.0%	10.4%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	98.2%	97.3%	96.9%
Civilian Unemployed (Unemployment Rate)	1.8%	2.7%	3.1%
2017 Employed Population 16+ by Industry			
Total	8,755	22,578	35,659
Agriculture/Mining	13.8%	14.7%	14.9%
Construction	6.7%	5.8%	6.4%
Manufacturing	4.0%	4.3%	4.4%
Wholesale Trade	3.3%	3.4%	3.7%
Retail Trade	12.2%	12.0%	11.8%
Transportation/Utilities	6.3%	5.8%	5.5%
Information	1.7%	1.4%	1.1%
Finance/Insurance/Real Estate	7.5%	6.4%	6.3%
Services	41.2%	43.1%	42.9%
Public Administration	3.3%	3.1%	3.0%
2017 Employed Population 16+ by Occupation			
Total	8,757	22,579	35,658
White Collar	67.9%	68.7%	66.9%
Management/Business/Financial	16.5%	16.4%	16.7%
Professional	19.5%	23.2%	21.9%
Sales	12.6%	13.0%	12.2%
Administrative Support	19.3%	16.1%	16.1%
Services	11.5%	11.8%	12.0%
Blue Collar	20.7%	19.5%	21.1%
Farming/Forestry/Fishing	0.2%	0.3%	0.4%
Construction/Extraction	9.1%	8.2%	8.6%
Installation/Maintenance/Repair	2.8%	3.2%	3.5%
Production	2.5%	3.0%	3.1%
Transportation/Material Moving	6.1%	4.8%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	16,729	43,453	71,175
Population Inside Urbanized Area	100.0%	99.3%	98.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	1.4%

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	7,161	18,203	28,446
Households with 1 Person	30.6%	29.5%	27.4%
Households with 2+ People	69.4%	70.5%	72.6%
Family Households	62.6%	64.9%	67.5%
Husband-wife Families	46.5%	50.5%	52.6%
With Related Children	20.1%	22.2%	23.9%
Other Family (No Spouse Present)	16.1%	14.3%	14.9%
Other Family with Male Householder	4.4%	3.9%	4.1%
With Related Children	2.6%	2.4%	2.6%
Other Family with Female Householder	11.8%	10.5%	10.9%
With Related Children	8.9%	7.6%	7.8%
Nonfamily Households	6.8%	5.6%	5.0%
All Households with Children	32.2%	32.7%	34.7%
Multigenerational Households	2.4%	2.7%	3.4%
Unmarried Partner Households	7.2%	5.8%	5.6%
Male-female	6.4%	5.2%	5.0%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	7,161	18,203	28,446
1 Person Household	30.6%	29.5%	27.4%
2 Person Household	34.6%	34.5%	34.0%
3 Person Household	15.8%	15.6%	16.0%
4 Person Household	11.6%	12.6%	13.4%
5 Person Household	5.1%	5.4%	6.1%
6 Person Household	1.6%	1.6%	2.0%
7 + Person Household	0.7%	0.7%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	7,161	18,203	28,446
Owner Occupied	51.8%	59.4%	64.9%
Owned with a Mortgage/Loan	35.7%	40.0%	42.9%
Owned Free and Clear	16.2%	19.4%	22.0%
Renter Occupied	48.2%	40.6%	35.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,737	19,331	30,162
Housing Units Inside Urbanized Area	100.0%	99.4%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	1.3%

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.

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Top 3 Tapestry Segments			
	1. In Style (5B)	Bright Young Professionals	Bright Young Professionals
	2. Bright Young Professionals	In Style (5B)	In Style (5B)
	3. Young and Restless (11B)	Young and Restless (11B)	Young and Restless (11B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$20,617,326	\$57,878,140	\$90,545,604
Average Spent	\$2,496.95	\$2,754.27	\$2,764.58
Spending Potential Index	116	128	128
Education: Total \$	\$13,973,834	\$39,446,157	\$61,758,757
Average Spent	\$1,692.36	\$1,877.14	\$1,885.65
Spending Potential Index	116	129	130
Entertainment/Recreation: Total \$	\$28,667,679	\$80,982,910	\$127,432,264
Average Spent	\$3,471.92	\$3,853.76	\$3,890.82
Spending Potential Index	111	124	125
Food at Home: Total \$	\$47,357,471	\$131,977,140	\$206,261,775
Average Spent	\$5,735.43	\$6,280.44	\$6,297.68
Spending Potential Index	114	125	125
Food Away from Home: Total \$	\$32,240,092	\$90,237,508	\$140,340,702
Average Spent	\$3,904.58	\$4,294.16	\$4,284.95
Spending Potential Index	117	129	129
Health Care: Total \$	\$49,250,281	\$139,987,469	\$222,709,330
Average Spent	\$5,964.67	\$6,661.63	\$6,799.87
Spending Potential Index	107	119	122
HH Furnishings & Equipment: Total \$	\$18,115,469	\$51,270,967	\$80,580,041
Average Spent	\$2,193.95	\$2,439.85	\$2,460.31
Spending Potential Index	113	125	127
Personal Care Products & Services: Total \$	\$7,505,453	\$21,177,149	\$33,147,455
Average Spent	\$908.98	\$1,007.76	\$1,012.07
Spending Potential Index	114	127	127
Shelter: Total \$	\$155,705,380	\$434,715,029	\$679,146,592
Average Spent	\$18,857.38	\$20,686.92	\$20,736.03
Spending Potential Index	116	127	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,096,029	\$60,459,733	\$95,888,593
Average Spent	\$2,554.93	\$2,877.12	\$2,927.72
Spending Potential Index	109	123	125
Travel: Total \$	\$18,812,951	\$53,901,243	\$85,419,180
Average Spent	\$2,278.42	\$2,565.02	\$2,608.06
Spending Potential Index	110	124	126
Vehicle Maintenance & Repairs: Total \$	\$9,899,293	\$27,848,215	\$43,781,895
Average Spent	\$1,198.90	\$1,325.22	\$1,336.77
Spending Potential Index	112	124	125

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.

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