



# Market Profile

3412 W Wall St, Midland, Texas, 79701  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 31.98233  
Longitude: -102.10979

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	8,526	30,047	60,648
2010 Total Population	9,518	32,858	66,930
2017 Total Population	10,700	37,163	75,568
2017 Group Quarters	6	81	1,009
2022 Total Population	11,516	40,204	81,626
2017-2022 Annual Rate	1.48%	1.59%	1.55%
2017 Total Daytime Population	10,156	38,799	82,132
Workers	3,705	16,670	36,346
Residents	6,451	22,129	45,786
<b>Household Summary</b>			
2000 Households	2,904	10,938	22,342
2000 Average Household Size	2.90	2.73	2.67
2010 Households	3,094	11,657	24,290
2010 Average Household Size	3.07	2.81	2.71
2017 Households	3,449	13,136	27,320
2017 Average Household Size	3.10	2.82	2.73
2022 Households	3,696	14,179	29,496
2022 Average Household Size	3.11	2.83	2.73
2017-2022 Annual Rate	1.39%	1.54%	1.54%
2010 Families	2,297	8,390	17,093
2010 Average Family Size	3.59	3.34	3.26
2017 Families	2,535	9,343	19,051
2017 Average Family Size	3.64	3.37	3.30
2022 Families	2,704	10,036	20,461
2022 Average Family Size	3.66	3.39	3.31
2017-2022 Annual Rate	1.30%	1.44%	1.44%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,312	12,130	24,881
Owner Occupied Housing Units	59.9%	63.7%	62.7%
Renter Occupied Housing Units	27.7%	26.5%	27.1%
Vacant Housing Units	12.3%	9.8%	10.2%
2010 Housing Units	3,372	12,427	25,887
Owner Occupied Housing Units	66.7%	68.1%	65.4%
Renter Occupied Housing Units	25.1%	25.7%	28.4%
Vacant Housing Units	8.2%	6.2%	6.2%
2017 Housing Units	3,688	13,757	28,622
Owner Occupied Housing Units	64.6%	65.7%	63.2%
Renter Occupied Housing Units	28.9%	29.8%	32.2%
Vacant Housing Units	6.5%	4.5%	4.5%
2022 Housing Units	3,941	14,809	30,833
Owner Occupied Housing Units	64.2%	65.3%	62.9%
Renter Occupied Housing Units	29.6%	30.4%	32.8%
Vacant Housing Units	6.2%	4.3%	4.3%
<b>Median Household Income</b>			
2017	\$46,472	\$53,829	\$55,276
2022	\$51,229	\$58,004	\$60,307
<b>Median Home Value</b>			
2017	\$93,335	\$127,714	\$146,860
2022	\$111,638	\$156,313	\$173,899
<b>Per Capita Income</b>			
2017	\$18,671	\$25,904	\$29,069
2022	\$21,365	\$29,026	\$32,321
<b>Median Age</b>			
2010	28.9	31.3	32.5
2017	29.9	32.5	33.4
2022	30.5	33.1	34.2

**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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<b>2017 Households by Income</b>			
Household Income Base	3,449	13,136	27,320
<\$15,000	11.2%	9.2%	10.0%
\$15,000 - \$24,999	11.7%	10.4%	10.2%
\$25,000 - \$34,999	12.9%	10.2%	9.9%
\$35,000 - \$49,999	17.4%	15.1%	14.1%
\$50,000 - \$74,999	23.4%	22.6%	20.0%
\$75,000 - \$99,999	11.9%	12.9%	12.6%
\$100,000 - \$149,999	7.8%	11.1%	12.5%
\$150,000 - \$199,999	2.0%	4.0%	4.6%
\$200,000+	1.7%	4.5%	6.1%
Average Household Income	\$57,266	\$72,974	\$79,308
<b>2022 Households by Income</b>			
Household Income Base	3,696	14,179	29,496
<\$15,000	10.9%	9.2%	9.8%
\$15,000 - \$24,999	11.1%	9.8%	9.5%
\$25,000 - \$34,999	11.0%	8.8%	8.7%
\$35,000 - \$49,999	15.3%	13.4%	12.5%
\$50,000 - \$74,999	22.3%	21.1%	18.8%
\$75,000 - \$99,999	13.9%	14.2%	13.8%
\$100,000 - \$149,999	10.5%	13.6%	14.9%
\$150,000 - \$199,999	2.6%	4.8%	5.3%
\$200,000+	2.4%	5.2%	6.7%
Average Household Income	\$65,746	\$81,989	\$88,531
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	2,384	9,040	18,093
<\$50,000	14.9%	10.2%	10.6%
\$50,000 - \$99,999	40.4%	27.2%	20.8%
\$100,000 - \$149,999	22.4%	22.6%	19.8%
\$150,000 - \$199,999	13.0%	20.6%	20.8%
\$200,000 - \$249,999	6.8%	8.0%	10.3%
\$250,000 - \$299,999	0.4%	2.8%	5.5%
\$300,000 - \$399,999	0.4%	3.3%	5.7%
\$400,000 - \$499,999	0.1%	1.5%	2.0%
\$500,000 - \$749,999	1.0%	3.1%	3.6%
\$750,000 - \$999,999	0.5%	0.4%	0.4%
\$1,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$113,974	\$156,740	\$176,894
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,529	9,671	19,380
<\$50,000	13.2%	9.2%	9.6%
\$50,000 - \$99,999	32.0%	19.9%	15.3%
\$100,000 - \$149,999	20.6%	18.2%	15.4%
\$150,000 - \$199,999	16.5%	21.5%	20.1%
\$200,000 - \$249,999	12.4%	10.8%	12.3%
\$250,000 - \$299,999	0.8%	4.1%	7.1%
\$300,000 - \$399,999	1.1%	6.3%	9.4%
\$400,000 - \$499,999	0.4%	3.6%	3.9%
\$500,000 - \$749,999	1.5%	5.3%	5.5%
\$750,000 - \$999,999	1.6%	0.9%	0.8%
\$1,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$140,777	\$195,114	\$212,447

**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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<b>2010 Population by Age</b>			
Total	9,517	32,859	66,931
0 - 4	10.0%	8.8%	8.4%
5 - 9	9.4%	8.3%	7.8%
10 - 14	8.0%	7.8%	7.4%
15 - 24	15.7%	14.8%	14.9%
25 - 34	16.1%	15.4%	14.7%
35 - 44	12.6%	12.3%	11.9%
45 - 54	12.6%	13.3%	13.3%
55 - 64	8.0%	9.5%	9.8%
65 - 74	4.0%	5.0%	5.5%
75 - 84	2.8%	3.6%	4.5%
85 +	0.8%	1.1%	1.7%
18 +	67.3%	70.3%	71.7%
<b>2017 Population by Age</b>			
Total	10,700	37,164	75,568
0 - 4	9.4%	8.3%	8.0%
5 - 9	8.9%	8.0%	7.7%
10 - 14	8.3%	7.6%	7.3%
15 - 24	15.2%	14.2%	14.0%
25 - 34	16.0%	15.7%	15.4%
35 - 44	12.8%	12.7%	12.2%
45 - 54	10.9%	11.3%	11.2%
55 - 64	9.8%	11.0%	11.3%
65 - 74	5.1%	6.4%	6.9%
75 - 84	2.6%	3.3%	4.0%
85 +	1.0%	1.4%	2.0%
18 +	68.7%	71.7%	72.9%
<b>2022 Population by Age</b>			
Total	11,515	40,203	81,624
0 - 4	9.3%	8.4%	8.0%
5 - 9	8.9%	8.1%	7.7%
10 - 14	8.5%	7.8%	7.5%
15 - 24	14.8%	13.6%	13.2%
25 - 34	15.1%	15.0%	14.7%
35 - 44	13.9%	14.0%	13.4%
45 - 54	10.1%	10.5%	10.4%
55 - 64	9.6%	10.5%	10.7%
65 - 74	6.1%	7.5%	8.1%
75 - 84	2.8%	3.5%	4.2%
85 +	0.9%	1.3%	2.0%
18 +	68.3%	71.4%	72.7%
<b>2010 Population by Sex</b>			
Males	4,658	16,139	32,825
Females	4,860	16,719	34,105
<b>2017 Population by Sex</b>			
Males	5,249	18,333	37,291
Females	5,451	18,830	38,277
<b>2022 Population by Sex</b>			
Males	5,674	19,932	40,451
Females	5,842	20,272	41,175

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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<b>2010 Population by Race/Ethnicity</b>			
Total	9,517	32,858	66,930
White Alone	66.2%	74.4%	75.2%
Black Alone	5.8%	4.7%	5.7%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.6%	0.7%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.7%	16.3%	14.8%
Two or More Races	3.7%	3.1%	2.7%
Hispanic Origin	60.2%	47.0%	43.5%
Diversity Index	77.0	72.1	71.1
<b>2017 Population by Race/Ethnicity</b>			
Total	10,701	37,162	75,567
White Alone	61.6%	69.8%	71.1%
Black Alone	5.5%	4.7%	5.6%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.8%	0.9%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	26.9%	20.0%	18.0%
Two or More Races	4.2%	3.7%	3.3%
Hispanic Origin	69.8%	56.6%	52.4%
Diversity Index	77.9	75.1	74.5
<b>2022 Population by Race/Ethnicity</b>			
Total	11,515	40,204	81,626
White Alone	60.2%	68.0%	69.4%
Black Alone	5.1%	4.5%	5.3%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.8%	1.0%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	28.4%	21.6%	19.3%
Two or More Races	4.4%	4.0%	3.6%
Hispanic Origin	74.8%	62.3%	57.8%
Diversity Index	77.3	75.4	75.2
<b>2010 Population by Relationship and Household Type</b>			
Total	9,518	32,858	66,930
In Households	99.9%	99.7%	98.3%
In Family Households	89.6%	87.7%	85.6%
Householder	24.4%	25.5%	25.5%
Spouse	16.1%	18.3%	18.4%
Child	40.6%	36.8%	35.2%
Other relative	5.6%	4.6%	4.2%
Nonrelative	3.0%	2.6%	2.3%
In Nonfamily Households	10.3%	12.0%	12.7%
In Group Quarters	0.1%	0.3%	1.7%
Institutionalized Population	0.1%	0.1%	0.7%
Noninstitutionalized Population	0.0%	0.1%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	6,226	22,985	47,616
Less than 9th Grade	12.8%	10.1%	9.9%
9th - 12th Grade, No Diploma	18.7%	11.7%	10.6%
High School Graduate	21.7%	20.8%	18.8%
GED/Alternative Credential	9.5%	6.5%	5.7%
Some College, No Degree	21.7%	25.4%	25.3%
Associate Degree	7.1%	7.3%	7.6%
Bachelor's Degree	6.9%	13.2%	15.7%
Graduate/Professional Degree	1.7%	5.1%	6.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	7,852	28,245	58,177
Never Married	32.7%	32.7%	32.0%
Married	48.1%	50.4%	50.8%
Widowed	3.8%	4.5%	5.2%
Divorced	15.4%	12.4%	11.9%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.1%	95.4%	95.2%
Civilian Unemployed (Unemployment Rate)	3.9%	4.6%	4.8%
<b>2017 Employed Population 16+ by Industry</b>			
Total	4,315	15,249	30,101
Agriculture/Mining	11.9%	13.8%	15.3%
Construction	12.0%	9.4%	8.7%
Manufacturing	3.7%	4.3%	4.5%
Wholesale Trade	2.0%	3.3%	3.4%
Retail Trade	15.2%	13.3%	12.2%
Transportation/Utilities	5.6%	5.5%	5.8%
Information	0.5%	0.8%	1.0%
Finance/Insurance/Real Estate	2.9%	4.7%	5.5%
Services	42.9%	42.1%	41.2%
Public Administration	3.5%	2.9%	2.4%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	4,314	15,247	30,100
White Collar	43.8%	52.3%	54.3%
Management/Business/Financial	9.8%	11.1%	12.3%
Professional	9.8%	14.4%	15.8%
Sales	9.2%	11.3%	10.4%
Administrative Support	14.9%	15.6%	15.8%
Services	17.4%	15.7%	15.1%
Blue Collar	38.8%	32.0%	30.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.4%
Construction/Extraction	12.2%	11.9%	11.9%
Installation/Maintenance/Repair	8.3%	5.9%	5.1%
Production	5.9%	5.0%	4.7%
Transportation/Material Moving	12.4%	8.9%	8.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,518	32,858	66,930
Population Inside Urbanized Area	99.9%	98.9%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	1.1%	1.6%

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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<b>2010 Households by Type</b>			
Total	3,094	11,658	24,290
Households with 1 Person	21.1%	23.5%	25.1%
Households with 2+ People	78.9%	76.5%	74.9%
Family Households	74.2%	72.0%	70.4%
Husband-wife Families	49.1%	51.5%	50.8%
With Related Children	30.7%	27.7%	25.7%
Other Family (No Spouse Present)	25.1%	20.5%	19.6%
Other Family with Male Householder	6.8%	5.6%	5.3%
With Related Children	4.4%	3.7%	3.4%
Other Family with Female Householder	18.3%	14.8%	14.3%
With Related Children	13.6%	10.6%	10.1%
Nonfamily Households	4.6%	4.6%	4.5%
All Households with Children	49.1%	42.4%	39.6%
Multigenerational Households	8.9%	6.5%	5.9%
Unmarried Partner Households	8.2%	6.6%	6.3%
Male-female	7.4%	5.9%	5.7%
Same-sex	0.8%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,094	11,657	24,289
1 Person Household	21.1%	23.5%	25.1%
2 Person Household	24.0%	28.8%	30.0%
3 Person Household	18.5%	17.1%	16.7%
4 Person Household	17.4%	15.6%	14.5%
5 Person Household	10.8%	8.7%	8.1%
6 Person Household	4.3%	3.7%	3.4%
7 + Person Household	3.9%	2.6%	2.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,094	11,657	24,290
Owner Occupied	72.7%	72.6%	69.7%
Owned with a Mortgage/Loan	46.9%	45.9%	41.5%
Owned Free and Clear	25.8%	26.7%	28.2%
Renter Occupied	27.3%	27.4%	30.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,372	12,427	25,887
Housing Units Inside Urbanized Area	99.9%	99.0%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	1.0%	1.5%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
2.	Front Porches (8E)	Comfortable Empty Nesters	Bright Young Professionals
3.	Traditional Living (12B)	American Dreamers (7C)	Comfortable Empty Nesters
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,554,028	\$26,328,951	\$59,225,041
Average Spent	\$1,610.33	\$2,004.34	\$2,167.83
Spending Potential Index	75	93	100
Education: Total \$	\$3,250,345	\$16,404,726	\$37,673,697
Average Spent	\$942.40	\$1,248.84	\$1,378.98
Spending Potential Index	65	86	95
Entertainment/Recreation: Total \$	\$7,632,048	\$37,077,015	\$83,649,229
Average Spent	\$2,212.83	\$2,822.55	\$3,061.83
Spending Potential Index	71	90	98
Food at Home: Total \$	\$13,034,454	\$61,549,863	\$138,580,234
Average Spent	\$3,779.20	\$4,685.59	\$5,072.48
Spending Potential Index	75	93	101
Food Away from Home: Total \$	\$8,505,012	\$40,731,540	\$91,817,681
Average Spent	\$2,465.94	\$3,100.76	\$3,360.82
Spending Potential Index	74	93	101
Health Care: Total \$	\$13,608,098	\$66,261,862	\$149,717,373
Average Spent	\$3,945.52	\$5,044.30	\$5,480.14
Spending Potential Index	71	90	98
HH Furnishings & Equipment: Total \$	\$4,893,662	\$23,587,553	\$53,036,168
Average Spent	\$1,418.86	\$1,795.64	\$1,941.29
Spending Potential Index	73	92	100
Personal Care Products & Services: Total \$	\$1,955,005	\$9,522,060	\$21,534,297
Average Spent	\$566.83	\$724.88	\$788.22
Spending Potential Index	71	91	99
Shelter: Total \$	\$40,814,342	\$195,110,112	\$441,454,335
Average Spent	\$11,833.67	\$14,853.08	\$16,158.65
Spending Potential Index	73	91	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,597,466	\$27,655,034	\$62,893,669
Average Spent	\$1,622.92	\$2,105.29	\$2,302.11
Spending Potential Index	69	90	98
Travel: Total \$	\$4,808,993	\$23,931,562	\$54,268,390
Average Spent	\$1,394.32	\$1,821.83	\$1,986.40
Spending Potential Index	67	88	96
Vehicle Maintenance & Repairs: Total \$	\$2,696,809	\$12,949,023	\$29,148,016
Average Spent	\$781.91	\$985.77	\$1,066.91
Spending Potential Index	73	92	100

**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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