



# Market Profile

4000 N Big Spring St, Midland, Texas, 79705  
Rings: 1, 2, 3 mile radii

Prepared by Dub House  
Latitude: 32.036917892  
Longitude: -102.0859254

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	3,733	22,247	43,378
2010 Total Population	4,848	24,584	48,118
2013 Total Population	5,177	26,101	50,761
2013 Group Quarters	158	639	858
2018 Total Population	5,901	29,233	56,602
2013-2018 Annual Rate	2.66%	2.29%	2.20%
<b>Household Summary</b>			
2000 Households	1,264	8,350	16,523
2000 Average Household Size	2.85	2.62	2.59
2010 Households	1,705	9,310	18,527
2010 Average Household Size	2.75	2.57	2.55
2013 Households	1,827	9,892	19,557
2013 Average Household Size	2.75	2.57	2.55
2018 Households	2,094	11,116	21,860
2018 Average Household Size	2.74	2.57	2.55
2013-2018 Annual Rate	2.77%	2.36%	2.25%
2010 Families	1,181	6,377	12,843
2010 Average Family Size	3.30	3.15	3.11
2013 Families	1,262	6,760	13,513
2013 Average Family Size	3.30	3.15	3.11
2018 Families	1,440	7,555	15,015
2018 Average Family Size	3.30	3.16	3.12
2013-2018 Annual Rate	2.67%	2.25%	2.13%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,394	9,075	18,192
Owner Occupied Housing Units	60.9%	62.6%	64.4%
Renter Occupied Housing Units	29.8%	29.4%	26.4%
Vacant Housing Units	9.3%	8.0%	9.2%
2010 Housing Units	1,851	9,862	19,760
Owner Occupied Housing Units	56.8%	62.5%	64.7%
Renter Occupied Housing Units	35.3%	31.9%	29.0%
Vacant Housing Units	7.9%	5.6%	6.2%
2013 Housing Units	1,956	10,446	20,844
Owner Occupied Housing Units	56.1%	61.5%	63.5%
Renter Occupied Housing Units	37.3%	33.2%	30.3%
Vacant Housing Units	6.6%	5.3%	6.2%
2018 Housing Units	2,164	11,537	22,966
Owner Occupied Housing Units	59.6%	63.6%	65.3%
Renter Occupied Housing Units	37.2%	32.7%	29.9%
Vacant Housing Units	3.2%	3.6%	4.8%
<b>Median Household Income</b>			
2013	\$49,887	\$50,767	\$57,690
2018	\$65,135	\$65,348	\$75,466
<b>Median Home Value</b>			
2013	\$159,987	\$191,374	\$209,235
2018	\$183,086	\$223,639	\$242,509
<b>Per Capita Income</b>			
2013	\$34,456	\$32,772	\$35,770
2018	\$42,110	\$38,896	\$42,117
<b>Median Age</b>			
2010	34.0	35.5	35.8
2013	34.1	35.7	36.0
2018	35.0	36.8	36.9

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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<b>2013 Households by Income</b>			
Household Income Base	1,827	9,892	19,557
<\$15,000	14.2%	13.2%	12.1%
\$15,000 - \$24,999	15.1%	14.1%	10.9%
\$25,000 - \$34,999	6.0%	10.1%	9.6%
\$35,000 - \$49,999	14.8%	11.9%	11.5%
\$50,000 - \$74,999	15.6%	14.9%	15.3%
\$75,000 - \$99,999	8.5%	9.9%	11.1%
\$100,000 - \$149,999	9.1%	11.7%	13.4%
\$150,000 - \$199,999	4.5%	5.4%	6.4%
\$200,000+	12.2%	8.8%	9.8%
Average Household Income	\$91,559	\$84,962	\$92,515
<b>2018 Households by Income</b>			
Household Income Base	2,094	11,116	21,860
<\$15,000	13.7%	12.6%	11.4%
\$15,000 - \$24,999	11.7%	11.1%	8.3%
\$25,000 - \$34,999	3.6%	7.0%	6.9%
\$35,000 - \$49,999	9.9%	9.3%	9.0%
\$50,000 - \$74,999	16.1%	14.5%	14.0%
\$75,000 - \$99,999	13.9%	14.9%	15.7%
\$100,000 - \$149,999	11.9%	14.5%	16.6%
\$150,000 - \$199,999	5.5%	6.6%	7.8%
\$200,000+	13.6%	9.4%	10.4%
Average Household Income	\$112,712	\$100,925	\$108,951
<b>2013 Owner Occupied Housing Units by Value</b>			
Total	1,098	6,425	13,246
<\$50,000	5.6%	8.6%	7.0%
\$50,000 - \$99,999	25.6%	20.3%	15.5%
\$100,000 - \$149,999	14.3%	9.7%	10.2%
\$150,000 - \$199,999	22.7%	13.7%	14.5%
\$200,000 - \$249,999	5.1%	12.2%	15.6%
\$250,000 - \$299,999	5.1%	10.8%	13.6%
\$300,000 - \$399,999	7.1%	13.2%	12.9%
\$400,000 - \$499,999	3.8%	4.4%	4.5%
\$500,000 - \$749,999	6.3%	4.5%	4.2%
\$750,000 - \$999,999	2.6%	1.4%	1.1%
\$1,000,000 +	1.8%	1.2%	0.9%
Average Home Value	\$230,463	\$231,241	\$236,561
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,289	7,340	14,998
<\$50,000	3.9%	6.6%	5.0%
\$50,000 - \$99,999	17.3%	14.8%	10.3%
\$100,000 - \$149,999	9.9%	7.5%	6.3%
\$150,000 - \$199,999	28.5%	14.5%	12.8%
\$200,000 - \$249,999	9.2%	14.2%	18.4%
\$250,000 - \$299,999	6.9%	13.9%	18.3%
\$300,000 - \$399,999	6.9%	14.3%	15.2%
\$400,000 - \$499,999	3.6%	4.8%	5.2%
\$500,000 - \$749,999	7.0%	5.5%	5.3%
\$750,000 - \$999,999	4.4%	2.5%	2.1%
\$1,000,000 +	2.3%	1.5%	1.1%
Average Home Value	\$267,759	\$264,192	\$272,831

**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.

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<b>2010 Population by Age</b>			
Total	4,850	24,587	48,116
0 - 4	8.3%	7.8%	7.5%
5 - 9	6.8%	7.0%	7.0%
10 - 14	6.4%	6.7%	6.8%
15 - 24	15.1%	14.7%	14.3%
25 - 34	14.6%	13.2%	13.4%
35 - 44	11.3%	10.6%	10.9%
45 - 54	13.1%	13.9%	14.4%
55 - 64	11.8%	11.7%	11.8%
65 - 74	6.9%	7.0%	6.7%
75 - 84	4.2%	5.5%	5.3%
85 +	1.4%	1.8%	1.7%
18 +	74.5%	74.2%	74.2%
<b>2013 Population by Age</b>			
Total	5,178	26,102	50,763
0 - 4	8.1%	7.6%	7.4%
5 - 9	7.3%	7.2%	7.1%
10 - 14	6.5%	6.6%	6.8%
15 - 24	14.1%	14.3%	14.0%
25 - 34	15.4%	13.5%	13.6%
35 - 44	11.0%	10.6%	10.9%
45 - 54	12.1%	12.5%	12.9%
55 - 64	12.1%	12.6%	13.0%
65 - 74	7.6%	7.8%	7.3%
75 - 84	4.2%	5.2%	5.0%
85 +	1.6%	2.0%	1.9%
18 +	74.4%	74.6%	74.7%
<b>2018 Population by Age</b>			
Total	5,902	29,234	56,602
0 - 4	8.0%	7.6%	7.4%
5 - 9	7.3%	7.0%	7.0%
10 - 14	6.9%	6.8%	6.9%
15 - 24	12.7%	13.0%	12.7%
25 - 34	15.1%	13.4%	13.6%
35 - 44	12.0%	11.3%	11.6%
45 - 54	10.6%	11.0%	11.3%
55 - 64	11.8%	12.7%	13.2%
65 - 74	9.0%	9.7%	9.2%
75 - 84	4.7%	5.4%	5.0%
85 +	1.8%	2.2%	2.1%
18 +	74.2%	74.8%	74.9%
<b>2010 Population by Sex</b>			
Males	2,301	11,703	23,214
Females	2,547	12,881	24,904
<b>2013 Population by Sex</b>			
Males	2,467	12,463	24,530
Females	2,709	13,638	26,231
<b>2018 Population by Sex</b>			
Males	2,829	14,019	27,435
Females	3,073	15,214	29,167

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,849	24,584	48,117
White Alone	65.3%	72.2%	76.4%
Black Alone	20.4%	13.9%	9.7%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	1.3%	0.8%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.5%	9.9%	9.7%
Two or More Races	2.7%	2.4%	2.3%
Hispanic Origin	39.2%	37.7%	34.0%
Diversity Index	75.5	71.3	67.3
<b>2013 Population by Race/Ethnicity</b>			
Total	5,175	26,100	50,760
White Alone	64.3%	71.3%	75.3%
Black Alone	20.3%	13.8%	9.7%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	1.5%	1.0%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.1%	10.4%	10.3%
Two or More Races	2.9%	2.7%	2.6%
Hispanic Origin	41.3%	39.5%	35.8%
Diversity Index	76.6	72.4	68.9
<b>2018 Population by Race/Ethnicity</b>			
Total	5,902	29,234	56,601
White Alone	63.3%	70.3%	73.9%
Black Alone	19.8%	13.5%	9.5%
American Indian Alone	0.9%	0.9%	1.0%
Asian Alone	1.7%	1.1%	1.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	10.8%	11.1%	11.0%
Two or More Races	3.4%	3.1%	3.0%
Hispanic Origin	45.0%	42.7%	39.1%
Diversity Index	77.8	73.9	70.9
<b>2010 Population by Relationship and Household Type</b>			
Total	4,848	24,584	48,118
In Households	96.7%	97.4%	98.2%
In Family Households	82.8%	83.6%	84.7%
Householder	25.7%	26.0%	26.6%
Spouse	17.6%	18.7%	19.9%
Child	33.0%	33.4%	33.0%
Other relative	4.1%	3.6%	3.4%
Nonrelative	2.4%	1.9%	1.8%
In Nonfamily Households	13.9%	13.8%	13.6%
In Group Quarters	3.3%	2.6%	1.8%
Institutionalized Population	1.5%	0.8%	0.7%
Noninstitutionalized Population	1.7%	1.8%	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.

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<b>2013 Population 25+ by Educational Attainment</b>			
Total	3,316	16,789	32,842
Less than 9th Grade	9.2%	7.9%	7.2%
9th - 12th Grade, No Diploma	9.4%	9.6%	8.5%
High School Graduate	25.9%	22.1%	21.0%
Some College, No Degree	29.2%	25.3%	26.2%
Associate Degree	4.0%	6.0%	6.5%
Bachelor's Degree	15.6%	20.2%	22.0%
Graduate/Professional Degree	6.7%	8.8%	8.6%
<b>2013 Population 15+ by Marital Status</b>			
Total	4,044	20,513	39,970
Never Married	29.6%	27.5%	26.6%
Married	53.4%	54.0%	57.0%
Widowed	5.9%	7.4%	6.2%
Divorced	11.2%	11.2%	10.3%
<b>2013 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.1%	95.9%	96.4%
Civilian Unemployed	3.9%	4.1%	3.6%
<b>2013 Employed Population 16+ by Industry</b>			
Total	2,702	13,549	26,949
Agriculture/Mining	19.1%	17.8%	18.7%
Construction	2.9%	5.3%	4.5%
Manufacturing	4.0%	4.9%	5.4%
Wholesale Trade	4.6%	3.4%	3.6%
Retail Trade	15.5%	9.2%	10.3%
Transportation/Utilities	3.6%	2.9%	3.2%
Information	2.4%	1.5%	1.1%
Finance/Insurance/Real Estate	3.0%	5.4%	5.5%
Services	43.0%	47.7%	45.2%
Public Administration	1.9%	1.9%	2.4%
<b>2013 Employed Population 16+ by Occupation</b>			
Total	2,703	13,549	26,948
White Collar	59.8%	60.2%	62.3%
Management/Business/Financial	10.8%	14.2%	15.3%
Professional	23.1%	21.4%	21.5%
Sales	12.0%	11.0%	11.9%
Administrative Support	14.0%	13.6%	13.6%
Services	18.2%	18.6%	17.1%
Blue Collar	21.9%	21.2%	20.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	5.9%	7.8%	7.3%
Installation/Maintenance/Repair	3.4%	2.4%	2.8%
Production	3.7%	3.9%	4.5%
Transportation/Material Moving	8.8%	7.0%	5.7%

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<b>2010 Households by Type</b>			
Total	1,705	9,310	18,527
Households with 1 Person	25.9%	27.4%	26.5%
Households with 2+ People	74.1%	72.6%	73.5%
Family Households	69.3%	68.5%	69.3%
Husband-wife Families	47.4%	49.4%	52.0%
With Related Children	22.2%	22.2%	23.3%
Other Family (No Spouse Present)	21.9%	19.1%	17.3%
Other Family with Male Householder	5.3%	4.6%	4.3%
With Related Children	3.4%	2.7%	2.6%
Other Family with Female Householder	16.6%	14.5%	13.0%
With Related Children	10.8%	9.8%	8.8%
Nonfamily Households	4.9%	4.1%	4.1%
All Households with Children	36.9%	35.1%	35.0%
Multigenerational Households	5.9%	5.9%	5.2%
Unmarried Partner Households	6.1%	5.2%	4.9%
Male-female	5.7%	4.8%	4.5%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	1,706	9,310	18,527
1 Person Household	25.8%	27.4%	26.5%
2 Person Household	32.4%	32.2%	33.3%
3 Person Household	16.9%	16.1%	15.9%
4 Person Household	13.7%	13.1%	13.1%
5 Person Household	6.7%	6.6%	6.6%
6 Person Household	2.5%	2.8%	2.7%
7 + Person Household	2.0%	1.9%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,705	9,310	18,527
Owner Occupied	61.7%	66.2%	69.0%
Owned with a Mortgage/Loan	38.4%	37.1%	39.9%
Owned Free and Clear	23.3%	29.2%	29.2%
Renter Occupied	38.3%	33.8%	31.0%

**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>			
<b>1.</b>	Aspiring Young Families	Southwestern Families	Southwestern Families
<b>2.</b>	Urban Chic	Prosperous Empty Nesters	Prosperous Empty Nesters
<b>3.</b>	Simple Living	Aspiring Young Families	Exurbanites
<b>2013 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,609,426	\$18,073,293	\$38,799,520
Average Spent	\$1,975.60	\$1,827.06	\$1,983.92
Spending Potential Index	87	81	88
Computers & Accessories: Total \$	\$595,171	\$2,924,712	\$6,294,535
Average Spent	\$325.79	\$295.67	\$321.85
Spending Potential Index	131	119	130
Education: Total \$	\$3,394,614	\$16,695,083	\$36,127,695
Average Spent	\$1,858.03	\$1,687.74	\$1,847.30
Spending Potential Index	127	116	127
Entertainment/Recreation: Total \$	\$7,799,539	\$38,966,431	\$84,199,730
Average Spent	\$4,269.04	\$3,939.19	\$4,305.35
Spending Potential Index	131	121	132
Food at Home: Total \$	\$11,874,043	\$60,563,351	\$128,968,505
Average Spent	\$6,499.20	\$6,122.46	\$6,594.49
Spending Potential Index	129	122	131
Food Away from Home: Total \$	\$7,642,774	\$38,669,789	\$82,733,122
Average Spent	\$4,183.24	\$3,909.20	\$4,230.36
Spending Potential Index	131	122	132
Health Care: Total \$	\$10,253,713	\$52,340,668	\$112,815,572
Average Spent	\$5,612.32	\$5,291.21	\$5,768.55
Spending Potential Index	126	119	130
HH Furnishings & Equipment: Total \$	\$3,754,387	\$18,853,258	\$40,713,888
Average Spent	\$2,054.95	\$1,905.91	\$2,081.81
Spending Potential Index	114	106	115
Investments: Total \$	\$5,624,980	\$23,077,395	\$49,066,678
Average Spent	\$3,078.81	\$2,332.94	\$2,508.91
Spending Potential Index	148	113	121
Retail Goods: Total \$	\$54,137,921	\$274,913,892	\$590,701,042
Average Spent	\$29,632.14	\$27,791.54	\$30,204.07
Spending Potential Index	123	115	125
Shelter: Total \$	\$39,058,655	\$193,119,614	\$414,437,989
Average Spent	\$21,378.57	\$19,522.81	\$21,191.29
Spending Potential Index	132	120	130
TV/Video/Audio: Total \$	\$3,049,986	\$15,542,646	\$33,258,140
Average Spent	\$1,669.40	\$1,571.23	\$1,700.57
Spending Potential Index	129	122	132
Travel: Total \$	\$4,306,254	\$21,066,911	\$45,955,303
Average Spent	\$2,357.01	\$2,129.69	\$2,349.81
Spending Potential Index	128	116	128
Vehicle Maintenance & Repairs: Total \$	\$2,597,692	\$13,038,525	\$28,053,314
Average Spent	\$1,421.83	\$1,318.09	\$1,434.44
Spending Potential Index	130	121	131

**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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.