



Market Profile

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

Dub House, MAI, CCIM
Latitude: 32.03704
Longitude: -102.08597

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	3,576	21,976	43,280
2010 Total Population	4,662	24,288	48,014
2018 Total Population	6,548	29,005	58,515
2018 Group Quarters	193	631	848
2023 Total Population	7,373	31,465	63,497
2018-2023 Annual Rate	2.40%	1.64%	1.65%
2018 Total Daytime Population	9,363	25,915	65,905
Workers	6,006	10,764	36,159
Residents	3,357	15,151	29,746
Household Summary			
2000 Households	1,211	8,243	16,490
2000 Average Household Size	2.84	2.62	2.58
2010 Households	1,645	9,196	18,492
2010 Average Household Size	2.74	2.57	2.55
2018 Households	2,375	10,918	22,320
2018 Average Household Size	2.68	2.60	2.58
2023 Households	2,678	11,819	24,151
2023 Average Household Size	2.68	2.61	2.59
2018-2023 Annual Rate	2.43%	1.60%	1.59%
2010 Families	1,141	6,302	12,819
2010 Average Family Size	3.29	3.15	3.10
2018 Families	1,620	7,441	15,380
2018 Average Family Size	3.26	3.21	3.17
2023 Families	1,825	8,037	16,586
2023 Average Family Size	3.27	3.23	3.19
2018-2023 Annual Rate	2.41%	1.55%	1.52%
Housing Unit Summary			
2000 Housing Units	1,338	8,953	18,149
Owner Occupied Housing Units	61.2%	62.7%	64.5%
Renter Occupied Housing Units	29.3%	29.4%	26.4%
Vacant Housing Units	9.5%	7.9%	9.1%
2010 Housing Units	1,789	9,740	19,718
Owner Occupied Housing Units	56.8%	62.5%	64.7%
Renter Occupied Housing Units	35.1%	31.9%	29.0%
Vacant Housing Units	8.0%	5.6%	6.2%
2018 Housing Units	2,428	11,368	23,318
Owner Occupied Housing Units	50.6%	56.0%	59.4%
Renter Occupied Housing Units	47.2%	40.1%	36.3%
Vacant Housing Units	2.2%	4.0%	4.3%
2023 Housing Units	2,738	12,305	25,205
Owner Occupied Housing Units	52.3%	57.3%	60.4%
Renter Occupied Housing Units	45.5%	38.8%	35.4%
Vacant Housing Units	2.2%	3.9%	4.2%
Median Household Income			
2018	\$58,775	\$59,410	\$65,170
2023	\$66,934	\$66,044	\$72,880
Median Home Value			
2018	\$171,995	\$204,260	\$218,017
2023	\$214,167	\$241,625	\$252,612
Per Capita Income			
2018	\$35,757	\$36,089	\$38,558
2023	\$39,702	\$39,445	\$42,183
Median Age			
2010	34.1	35.6	35.9
2018	35.3	36.4	36.8
2023	36.1	37.6	37.8

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,375	10,918	22,320
<\$15,000	10.7%	11.5%	9.6%
\$15,000 - \$24,999	11.6%	9.9%	8.7%
\$25,000 - \$34,999	8.5%	9.4%	8.7%
\$35,000 - \$49,999	12.5%	11.9%	11.9%
\$50,000 - \$74,999	15.4%	15.8%	16.2%
\$75,000 - \$99,999	11.5%	11.0%	10.6%
\$100,000 - \$149,999	14.3%	14.6%	15.9%
\$150,000 - \$199,999	5.7%	5.9%	7.2%
\$200,000+	9.9%	10.0%	11.3%
Average Household Income	\$92,167	\$93,451	\$100,117
2023 Households by Income			
Household Income Base	2,678	11,819	24,151
<\$15,000	8.7%	9.9%	8.3%
\$15,000 - \$24,999	9.9%	8.4%	7.4%
\$25,000 - \$34,999	7.7%	8.5%	7.8%
\$35,000 - \$49,999	12.0%	11.6%	11.4%
\$50,000 - \$74,999	15.6%	16.2%	16.2%
\$75,000 - \$99,999	12.5%	12.0%	11.2%
\$100,000 - \$149,999	16.5%	16.6%	18.0%
\$150,000 - \$199,999	5.9%	6.0%	7.4%
\$200,000+	11.1%	10.8%	12.4%
Average Household Income	\$102,787	\$102,740	\$110,098
2018 Owner Occupied Housing Units by Value			
Total	1,229	6,365	13,854
<\$50,000	10.3%	9.3%	7.8%
\$50,000 - \$99,999	15.0%	16.6%	14.6%
\$100,000 - \$149,999	18.1%	11.2%	9.5%
\$150,000 - \$199,999	14.9%	12.0%	13.7%
\$200,000 - \$249,999	8.1%	11.9%	12.1%
\$250,000 - \$299,999	3.4%	13.4%	14.4%
\$300,000 - \$399,999	9.4%	11.8%	14.5%
\$400,000 - \$499,999	8.2%	5.8%	5.4%
\$500,000 - \$749,999	7.7%	5.2%	4.4%
\$750,000 - \$999,999	3.3%	1.7%	2.1%
\$1,000,000 - \$1,499,999	1.3%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.2%	0.0%	0.1%
Average Home Value	\$257,213	\$243,005	\$257,841
2023 Owner Occupied Housing Units by Value			
Total	1,431	7,046	15,236
<\$50,000	8.0%	7.5%	6.5%
\$50,000 - \$99,999	10.8%	12.8%	11.7%
\$100,000 - \$149,999	16.0%	11.0%	8.9%
\$150,000 - \$199,999	12.9%	9.4%	10.8%
\$200,000 - \$249,999	8.4%	11.3%	11.4%
\$250,000 - \$299,999	2.8%	12.6%	14.6%
\$300,000 - \$399,999	15.4%	16.4%	18.3%
\$400,000 - \$499,999	12.2%	9.0%	8.0%
\$500,000 - \$749,999	8.8%	6.8%	5.6%
\$750,000 - \$999,999	3.5%	2.1%	2.5%
\$1,000,000 - \$1,499,999	1.2%	1.1%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.1%	0.0%	0.2%
Average Home Value	\$291,376	\$276,082	\$288,467

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	4,663	24,289	48,013
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	7.0%	7.0%	6.7%
75 - 84	4.3%	5.5%	5.3%
85 +	1.4%	1.8%	1.7%
18 +	74.7%	74.2%	74.2%
2018 Population by Age			
Total	6,549	29,006	58,516
0 - 4	7.4%	7.2%	7.0%
5 - 9	7.3%	7.2%	7.0%
10 - 14	6.7%	6.8%	6.9%
15 - 24	12.8%	13.2%	12.8%
25 - 34	15.3%	13.9%	14.0%
35 - 44	11.9%	11.2%	11.6%
45 - 54	10.8%	10.9%	11.5%
55 - 64	12.3%	12.8%	13.2%
65 - 74	8.8%	9.1%	8.7%
75 - 84	4.7%	5.2%	5.0%
85 +	1.9%	2.5%	2.2%
18 +	75.1%	75.1%	75.3%
2023 Population by Age			
Total	7,370	31,467	63,496
0 - 4	7.2%	7.1%	6.9%
5 - 9	7.3%	7.0%	6.9%
10 - 14	7.3%	7.0%	7.0%
15 - 24	12.3%	12.5%	12.3%
25 - 34	14.3%	13.0%	13.2%
35 - 44	13.5%	12.6%	12.6%
45 - 54	10.2%	10.3%	10.9%
55 - 64	10.9%	11.6%	12.2%
65 - 74	9.6%	10.4%	10.1%
75 - 84	5.4%	5.9%	5.6%
85 +	2.1%	2.6%	2.2%
18 +	74.5%	75.1%	75.3%
2010 Population by Sex			
Males	2,211	11,559	23,162
Females	2,451	12,729	24,852
2018 Population by Sex			
Males	3,145	13,896	28,427
Females	3,404	15,110	30,088
2023 Population by Sex			
Males	3,578	15,166	30,979
Females	3,795	16,299	32,518

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	4,663	24,288	48,014
White Alone	65.5%	72.2%	76.4%
Black Alone	20.4%	14.0%	9.7%
American Indian Alone	0.8%	0.7%	0.8%
Asian Alone	1.4%	0.9%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.3%	9.9%	9.6%
Two or More Races	2.6%	2.4%	2.3%
Hispanic Origin	38.4%	37.7%	33.9%
Diversity Index	75.2	71.3	67.3
2018 Population by Race/Ethnicity			
Total	6,548	29,006	58,516
White Alone	64.1%	69.4%	72.9%
Black Alone	18.1%	13.0%	8.9%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	2.2%	1.4%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.3%	12.2%	12.3%
Two or More Races	3.4%	3.1%	3.0%
Hispanic Origin	46.2%	45.8%	42.8%
Diversity Index	77.7	74.9	72.5
2023 Population by Race/Ethnicity			
Total	7,372	31,466	63,496
White Alone	63.7%	68.4%	71.4%
Black Alone	16.7%	12.1%	8.4%
American Indian Alone	0.9%	0.9%	1.0%
Asian Alone	2.4%	1.6%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.3%	13.3%	13.6%
Two or More Races	3.8%	3.5%	3.4%
Hispanic Origin	51.9%	51.1%	48.6%
Diversity Index	78.2	75.8	74.1
2010 Population by Relationship and Household Type			
Total	4,662	24,288	48,014
In Households	96.7%	97.4%	98.2%
In Family Households	82.8%	83.6%	84.7%
Householder	25.8%	26.0%	26.6%
Spouse	17.8%	18.8%	19.9%
Child	32.8%	33.4%	33.0%
Other relative	4.0%	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	1.6%	0.7%	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	4,305	19,018	38,759
Less than 9th Grade	5.0%	6.5%	5.5%
9th - 12th Grade, No Diploma	9.7%	10.2%	8.2%
High School Graduate	17.8%	16.7%	18.7%
GED/Alternative Credential	3.4%	4.0%	3.9%
Some College, No Degree	29.5%	25.0%	23.7%
Associate Degree	5.2%	5.7%	6.8%
Bachelor's Degree	19.7%	21.2%	22.9%
Graduate/Professional Degree	9.7%	10.8%	10.5%
2018 Population 15+ by Marital Status			
Total	5,141	22,834	46,272
Never Married	36.1%	31.4%	29.8%
Married	44.2%	51.1%	53.2%
Widowed	6.6%	5.8%	5.4%
Divorced	13.2%	11.7%	11.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	96.6%	96.6%
Civilian Unemployed (Unemployment Rate)	3.3%	3.4%	3.4%
2018 Employed Population 16+ by Industry			
Total	3,264	14,110	29,204
Agriculture/Mining	16.2%	14.2%	13.9%
Construction	7.6%	8.5%	7.8%
Manufacturing	2.8%	3.0%	3.6%
Wholesale Trade	3.9%	3.9%	4.2%
Retail Trade	8.7%	7.7%	10.5%
Transportation/Utilities	4.1%	5.0%	4.6%
Information	1.9%	2.1%	1.5%
Finance/Insurance/Real Estate	4.0%	5.9%	6.0%
Services	46.0%	46.6%	45.0%
Public Administration	4.7%	3.1%	3.0%
2018 Employed Population 16+ by Occupation			
Total	3,262	14,111	29,206
White Collar	59.4%	58.2%	60.5%
Management/Business/Financial	11.3%	15.1%	14.6%
Professional	18.5%	17.9%	20.4%
Sales	11.7%	9.7%	10.8%
Administrative Support	17.9%	15.5%	14.6%
Services	15.9%	17.1%	16.2%
Blue Collar	24.6%	24.7%	23.3%
Farming/Forestry/Fishing	0.8%	0.8%	0.6%
Construction/Extraction	11.0%	10.1%	9.1%
Installation/Maintenance/Repair	3.6%	3.5%	3.6%
Production	2.6%	3.4%	3.6%
Transportation/Material Moving	6.6%	7.0%	6.4%
2010 Population By Urban/ Rural Status			
Total Population	4,662	24,288	48,014
Population Inside Urbanized Area	100.0%	99.5%	97.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	2.6%

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2010 Households by Type			
Total	1,646	9,196	18,492
Households with 1 Person	25.8%	27.4%	26.5%
Households with 2+ People	74.2%	72.6%	73.5%
Family Households	69.3%	68.5%	69.3%
Husband-wife Families	47.6%	49.4%	52.0%
With Related Children	22.2%	22.2%	23.3%
Other Family (No Spouse Present)	21.7%	19.1%	17.3%
Other Family with Male Householder	5.2%	4.6%	4.3%
With Related Children	3.3%	2.7%	2.6%
Other Family with Female Householder	16.5%	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	36.8%	35.0%	34.9%
Multigenerational Households	5.7%	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%
2010 Households by Size			
Total	1,646	9,197	18,491
1 Person Household	25.8%	27.4%	26.5%
2 Person Household	32.6%	32.2%	33.3%
3 Person Household	17.0%	16.1%	15.9%
4 Person Household	13.6%	13.1%	13.1%
5 Person Household	6.6%	6.6%	6.6%
6 Person Household	2.4%	2.8%	2.7%
7 + Person Household	1.9%	1.9%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	1,645	9,196	18,492
Owner Occupied	61.8%	66.2%	69.0%
Owned with a Mortgage/Loan	38.7%	37.1%	39.9%
Owned Free and Clear	23.2%	29.2%	29.2%
Renter Occupied	38.2%	33.8%	31.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,789	9,740	19,718
Housing Units Inside Urbanized Area	100.0%	99.5%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	2.4%

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. American Dreamers (7C)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Urban Chic (2A)	Golden Years (9B)	Comfortable Empty Nesters
	3. Old and Newcomers (8F)	Old and Newcomers (8F)	Young and Restless (11B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$5,708,060	\$26,664,529	\$58,389,168
Average Spent	\$2,403.39	\$2,442.25	\$2,616.00
Spending Potential Index	110	112	120
Education: Total \$	\$3,560,718	\$17,315,586	\$38,024,107
Average Spent	\$1,499.25	\$1,585.97	\$1,703.59
Spending Potential Index	104	110	118
Entertainment/Recreation: Total \$	\$8,499,567	\$39,059,239	\$85,836,894
Average Spent	\$3,578.77	\$3,577.51	\$3,845.74
Spending Potential Index	111	111	119
Food at Home: Total \$	\$13,245,522	\$61,753,523	\$135,384,022
Average Spent	\$5,577.06	\$5,656.12	\$6,065.59
Spending Potential Index	111	113	121
Food Away from Home: Total \$	\$9,211,326	\$42,979,334	\$94,529,153
Average Spent	\$3,878.45	\$3,936.56	\$4,235.18
Spending Potential Index	110	112	121
Health Care: Total \$	\$15,136,496	\$70,011,930	\$154,037,795
Average Spent	\$6,373.26	\$6,412.52	\$6,901.33
Spending Potential Index	111	112	121
HH Furnishings & Equipment: Total \$	\$5,523,265	\$25,607,784	\$56,285,464
Average Spent	\$2,325.59	\$2,345.46	\$2,521.75
Spending Potential Index	111	112	121
Personal Care Products & Services: Total \$	\$2,176,403	\$10,162,591	\$22,316,098
Average Spent	\$916.38	\$930.81	\$999.83
Spending Potential Index	111	112	121
Shelter: Total \$	\$43,659,920	\$206,318,161	\$447,427,369
Average Spent	\$18,383.12	\$18,897.07	\$20,046.03
Spending Potential Index	110	113	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,576,538	\$30,666,278	\$66,517,499
Average Spent	\$2,769.07	\$2,808.78	\$2,980.17
Spending Potential Index	111	113	120
Travel: Total \$	\$5,658,841	\$26,152,398	\$56,994,288
Average Spent	\$2,382.67	\$2,395.35	\$2,553.51
Spending Potential Index	111	111	119
Vehicle Maintenance & Repairs: Total \$	\$2,857,285	\$13,185,889	\$28,984,229
Average Spent	\$1,203.07	\$1,207.72	\$1,298.58
Spending Potential Index	112	112	121

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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