



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	7,950	30,829	47,844
2010 Total Population	8,901	34,756	53,466
2017 Total Population	10,088	40,797	62,306
2017 Group Quarters	340	792	1,060
2022 Total Population	10,882	44,686	67,951
2017-2022 Annual Rate	1.53%	1.84%	1.75%
2017 Total Daytime Population	19,626	48,988	74,418
Workers	13,263	23,083	35,495
Residents	6,363	25,905	38,923
Household Summary			
2000 Households	2,671	10,716	16,863
2000 Average Household Size	2.85	2.81	2.78
2010 Households	2,951	11,975	18,613
2010 Average Household Size	2.90	2.83	2.81
2017 Households	3,343	13,986	21,617
2017 Average Household Size	2.92	2.86	2.83
2022 Households	3,607	15,297	23,537
2022 Average Household Size	2.92	2.87	2.84
2017-2022 Annual Rate	1.53%	1.81%	1.72%
2010 Families	2,044	8,533	13,450
2010 Average Family Size	3.55	3.41	3.36
2017 Families	2,293	9,886	15,473
2017 Average Family Size	3.59	3.46	3.40
2022 Families	2,464	10,767	16,773
2022 Average Family Size	3.61	3.48	3.41
2017-2022 Annual Rate	1.45%	1.72%	1.63%
Housing Unit Summary			
2000 Housing Units	3,141	12,221	18,891
Owner Occupied Housing Units	58.2%	62.4%	65.2%
Renter Occupied Housing Units	26.9%	25.3%	24.1%
Vacant Housing Units	15.0%	12.3%	10.7%
2010 Housing Units	3,292	13,042	20,043
Owner Occupied Housing Units	59.8%	62.6%	66.6%
Renter Occupied Housing Units	29.8%	29.2%	26.3%
Vacant Housing Units	10.4%	8.2%	7.1%
2017 Housing Units	3,644	14,956	22,847
Owner Occupied Housing Units	57.4%	60.2%	64.4%
Renter Occupied Housing Units	34.3%	33.3%	30.2%
Vacant Housing Units	8.3%	6.5%	5.4%
2022 Housing Units	3,920	16,308	24,809
Owner Occupied Housing Units	56.9%	59.9%	64.1%
Renter Occupied Housing Units	35.1%	33.9%	30.8%
Vacant Housing Units	8.0%	6.2%	5.1%
Median Household Income			
2017	\$39,670	\$43,003	\$49,784
2022	\$43,353	\$47,317	\$53,741
Median Home Value			
2017	\$86,523	\$97,860	\$131,336
2022	\$112,500	\$131,354	\$163,333
Per Capita Income			
2017	\$20,700	\$24,438	\$27,272
2022	\$23,285	\$27,007	\$30,093
Median Age			
2010	31.4	31.6	32.6
2017	32.4	32.4	33.5
2022	33.5	33.6	34.6

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.



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
2017 Households by Income			
Household Income Base	3,343	13,986	21,617
<\$15,000	19.3%	15.8%	13.2%
\$15,000 - \$24,999	13.8%	12.9%	11.7%
\$25,000 - \$34,999	11.0%	11.9%	10.7%
\$35,000 - \$49,999	15.2%	15.3%	14.5%
\$50,000 - \$74,999	16.8%	16.3%	17.8%
\$75,000 - \$99,999	9.7%	10.0%	10.6%
\$100,000 - \$149,999	8.4%	9.1%	10.7%
\$150,000 - \$199,999	1.7%	2.8%	4.0%
\$200,000+	4.0%	5.9%	6.8%
Average Household Income	\$57,980	\$69,501	\$76,541
2022 Households by Income			
Household Income Base	3,607	15,297	23,537
<\$15,000	18.4%	15.1%	12.7%
\$15,000 - \$24,999	12.5%	11.8%	10.8%
\$25,000 - \$34,999	10.1%	10.9%	9.7%
\$35,000 - \$49,999	14.0%	14.2%	13.3%
\$50,000 - \$74,999	15.9%	15.7%	17.0%
\$75,000 - \$99,999	11.2%	11.6%	12.0%
\$100,000 - \$149,999	11.0%	11.3%	12.9%
\$150,000 - \$199,999	2.0%	3.1%	4.4%
\$200,000+	4.7%	6.3%	7.3%
Average Household Income	\$66,021	\$77,372	\$84,951
2017 Owner Occupied Housing Units by Value			
Total	2,092	9,008	14,717
<\$50,000	23.7%	22.8%	16.6%
\$50,000 - \$99,999	36.1%	28.4%	23.9%
\$100,000 - \$149,999	15.9%	13.5%	15.3%
\$150,000 - \$199,999	8.3%	12.6%	15.6%
\$200,000 - \$249,999	4.6%	6.0%	8.9%
\$250,000 - \$299,999	3.8%	4.6%	6.3%
\$300,000 - \$399,999	3.0%	4.1%	6.4%
\$400,000 - \$499,999	1.4%	3.0%	2.7%
\$500,000 - \$749,999	3.0%	3.9%	3.5%
\$750,000 - \$999,999	0.3%	0.7%	0.6%
\$1,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$127,162	\$154,066	\$170,719
2022 Owner Occupied Housing Units by Value			
Total	2,230	9,774	15,906
<\$50,000	20.8%	21.2%	15.3%
\$50,000 - \$99,999	26.0%	21.9%	18.3%
\$100,000 - \$149,999	13.1%	11.1%	12.4%
\$150,000 - \$199,999	9.6%	12.9%	14.8%
\$200,000 - \$249,999	6.7%	6.8%	10.1%
\$250,000 - \$299,999	7.4%	6.7%	7.9%
\$300,000 - \$399,999	7.4%	7.2%	9.6%
\$400,000 - \$499,999	3.4%	5.6%	4.9%
\$500,000 - \$749,999	5.4%	5.4%	5.3%
\$750,000 - \$999,999	0.4%	1.0%	0.9%
\$1,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$172,323	\$189,381	\$205,006

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.



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
2010 Population by Age			
Total	8,903	34,759	53,465
0 - 4	8.6%	8.9%	8.6%
5 - 9	8.6%	8.5%	8.2%
10 - 14	7.7%	7.5%	7.4%
15 - 24	15.6%	15.6%	15.1%
25 - 34	14.2%	13.6%	13.6%
35 - 44	11.4%	11.1%	11.4%
45 - 54	13.9%	13.6%	13.7%
55 - 64	9.4%	10.0%	10.1%
65 - 74	5.4%	5.8%	5.9%
75 - 84	3.9%	4.0%	4.5%
85 +	1.3%	1.3%	1.4%
18 +	70.3%	70.2%	70.9%
2017 Population by Age			
Total	10,087	40,795	62,305
0 - 4	8.2%	8.4%	8.1%
5 - 9	8.0%	8.2%	8.0%
10 - 14	7.7%	7.8%	7.6%
15 - 24	14.4%	14.5%	14.1%
25 - 34	15.5%	14.7%	14.4%
35 - 44	11.4%	11.3%	11.6%
45 - 54	11.5%	11.1%	11.3%
55 - 64	11.3%	11.4%	11.7%
65 - 74	6.8%	7.3%	7.3%
75 - 84	3.7%	3.8%	4.1%
85 +	1.4%	1.6%	1.8%
18 +	71.7%	71.4%	72.2%
2022 Population by Age			
Total	10,880	44,684	67,950
0 - 4	8.1%	8.3%	8.0%
5 - 9	7.8%	8.0%	7.8%
10 - 14	7.7%	7.7%	7.7%
15 - 24	13.8%	13.8%	13.4%
25 - 34	14.8%	14.1%	13.7%
35 - 44	12.3%	12.3%	12.7%
45 - 54	10.5%	10.2%	10.4%
55 - 64	11.1%	11.0%	11.3%
65 - 74	8.1%	8.4%	8.7%
75 - 84	4.3%	4.4%	4.6%
85 +	1.5%	1.6%	1.9%
18 +	72.1%	71.7%	72.3%
2010 Population by Sex			
Males	4,385	16,821	25,868
Females	4,516	17,935	27,598
2017 Population by Sex			
Males	4,987	19,902	30,345
Females	5,102	20,895	31,961
2022 Population by Sex			
Males	5,400	21,930	33,290
Females	5,482	22,756	34,661

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
2010 Population by Race/Ethnicity			
Total	8,901	34,758	53,466
White Alone	64.0%	63.6%	68.2%
Black Alone	11.2%	14.0%	11.4%
American Indian Alone	1.1%	0.8%	0.8%
Asian Alone	0.2%	0.3%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	20.2%	18.3%	16.3%
Two or More Races	3.3%	2.9%	2.7%
Hispanic Origin	63.2%	56.3%	49.4%
Diversity Index	77.4	78.4	76.1
2017 Population by Race/Ethnicity			
Total	10,088	40,796	62,306
White Alone	61.5%	61.4%	65.2%
Black Alone	10.2%	12.9%	10.7%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	0.3%	0.4%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	23.1%	21.1%	19.2%
Two or More Races	3.7%	3.2%	3.2%
Hispanic Origin	70.5%	63.7%	57.2%
Diversity Index	77.3	78.8	77.7
2022 Population by Race/Ethnicity			
Total	10,882	44,686	67,950
White Alone	61.2%	61.1%	64.3%
Black Alone	9.3%	12.0%	10.1%
American Indian Alone	1.2%	1.0%	1.0%
Asian Alone	0.3%	0.4%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.1%	22.1%	20.4%
Two or More Races	3.8%	3.4%	3.4%
Hispanic Origin	74.7%	68.0%	62.0%
Diversity Index	76.2	78.1	77.6
2010 Population by Relationship and Household Type			
Total	8,901	34,756	53,466
In Households	96.1%	97.6%	98.0%
In Family Households	83.9%	86.1%	86.6%
Householder	23.3%	24.4%	25.2%
Spouse	14.6%	15.8%	17.4%
Child	38.6%	38.6%	37.3%
Other relative	5.1%	5.0%	4.6%
Nonrelative	2.3%	2.4%	2.2%
In Nonfamily Households	12.2%	11.5%	11.3%
In Group Quarters	3.9%	2.4%	2.0%
Institutionalized Population	2.9%	1.1%	0.9%
Noninstitutionalized Population	1.0%	1.2%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
2017 Population 25+ by Educational Attainment			
Total	6,218	24,938	38,782
Less than 9th Grade	18.1%	15.3%	12.0%
9th - 12th Grade, No Diploma	17.2%	16.7%	13.7%
High School Graduate	18.7%	18.0%	18.2%
GED/Alternative Credential	5.0%	4.8%	5.1%
Some College, No Degree	21.4%	22.0%	23.5%
Associate Degree	4.7%	5.8%	6.7%
Bachelor's Degree	10.7%	12.2%	14.4%
Graduate/Professional Degree	4.3%	5.1%	6.3%
2017 Population 15+ by Marital Status			
Total	7,669	30,850	47,569
Never Married	36.1%	33.6%	32.7%
Married	46.3%	48.2%	49.5%
Widowed	5.6%	5.8%	5.8%
Divorced	12.0%	12.4%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	89.7%	91.8%	93.2%
Civilian Unemployed (Unemployment Rate)	10.3%	8.2%	6.8%
2017 Employed Population 16+ by Industry			
Total	3,653	14,949	23,548
Agriculture/Mining	13.0%	13.0%	14.0%
Construction	13.6%	10.3%	9.2%
Manufacturing	4.2%	4.0%	3.9%
Wholesale Trade	2.8%	4.0%	3.9%
Retail Trade	13.6%	12.7%	11.9%
Transportation/Utilities	3.1%	4.3%	4.9%
Information	1.2%	1.6%	1.5%
Finance/Insurance/Real Estate	5.0%	4.6%	4.6%
Services	42.4%	43.5%	43.5%
Public Administration	1.3%	1.9%	2.6%
2017 Employed Population 16+ by Occupation			
Total	3,653	14,948	23,548
White Collar	42.3%	45.4%	50.4%
Management/Business/Financial	7.0%	8.8%	10.1%
Professional	12.3%	13.1%	15.8%
Sales	9.6%	10.5%	10.4%
Administrative Support	13.4%	13.0%	14.0%
Services	21.5%	20.9%	18.5%
Blue Collar	36.2%	33.7%	31.1%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	15.7%	13.5%	12.4%
Installation/Maintenance/Repair	4.7%	5.2%	4.5%
Production	6.0%	5.5%	5.2%
Transportation/Material Moving	9.7%	9.1%	8.7%
2010 Population By Urban/ Rural Status			
Total Population	8,901	34,756	53,466
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

February 25, 2018



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
2010 Households by Type			
Total	2,951	11,975	18,613
Households with 1 Person	26.4%	24.8%	23.9%
Households with 2+ People	73.6%	75.2%	76.1%
Family Households	69.3%	71.3%	72.3%
Husband-wife Families	43.4%	46.2%	49.8%
With Related Children	24.2%	24.4%	25.6%
Other Family (No Spouse Present)	25.8%	25.1%	22.5%
Other Family with Male Householder	6.4%	6.1%	5.6%
With Related Children	3.9%	3.8%	3.4%
Other Family with Female Householder	19.5%	19.0%	16.9%
With Related Children	13.2%	13.2%	11.7%
Nonfamily Households	4.3%	4.0%	3.9%
All Households with Children	41.6%	41.8%	41.1%
Multigenerational Households	9.6%	8.6%	7.5%
Unmarried Partner Households	6.2%	6.2%	5.9%
Male-female	5.9%	5.8%	5.4%
Same-sex	0.3%	0.4%	0.4%
2010 Households by Size			
Total	2,951	11,977	18,612
1 Person Household	26.4%	24.8%	23.9%
2 Person Household	25.6%	27.3%	29.0%
3 Person Household	16.6%	17.0%	17.0%
4 Person Household	14.1%	14.4%	14.8%
5 Person Household	8.7%	8.9%	8.6%
6 Person Household	5.0%	4.4%	4.0%
7 + Person Household	3.5%	3.2%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	2,951	11,975	18,613
Owner Occupied	66.7%	68.2%	71.7%
Owned with a Mortgage/Loan	33.8%	34.1%	38.7%
Owned Free and Clear	32.9%	34.1%	32.9%
Renter Occupied	33.3%	31.8%	28.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,292	13,042	20,043
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

410 N Loraine St, Midland, Texas, 79701
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
Latitude: 32.00141
Longitude: -102.07571

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
	1. Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Rustbelt Traditions (5D)	Hardscrabble Road (8G)	Barrios Urbanos (7D)
	3. Hardscrabble Road (8G)	Comfortable Empty Nesters	Comfortable Empty Nesters
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,323,537	\$26,686,676	\$45,046,985
Average Spent	\$1,592.44	\$1,908.10	\$2,083.87
Spending Potential Index	74	88	96
Education: Total \$	\$3,176,138	\$16,415,399	\$28,095,906
Average Spent	\$950.09	\$1,173.70	\$1,299.71
Spending Potential Index	65	81	89
Entertainment/Recreation: Total \$	\$7,489,266	\$37,562,510	\$63,964,377
Average Spent	\$2,240.28	\$2,685.72	\$2,958.98
Spending Potential Index	72	86	95
Food at Home: Total \$	\$12,911,260	\$64,219,454	\$107,160,007
Average Spent	\$3,862.18	\$4,591.70	\$4,957.21
Spending Potential Index	77	91	98
Food Away from Home: Total \$	\$8,303,925	\$41,441,926	\$69,762,011
Average Spent	\$2,483.97	\$2,963.10	\$3,227.18
Spending Potential Index	75	89	97
Health Care: Total \$	\$13,789,699	\$68,464,996	\$116,411,723
Average Spent	\$4,124.95	\$4,895.25	\$5,385.19
Spending Potential Index	74	88	96
HH Furnishings & Equipment: Total \$	\$4,810,439	\$23,890,500	\$40,581,190
Average Spent	\$1,438.96	\$1,708.17	\$1,877.28
Spending Potential Index	74	88	97
Personal Care Products & Services: Total \$	\$1,901,456	\$9,566,178	\$16,323,120
Average Spent	\$568.79	\$683.98	\$755.11
Spending Potential Index	71	86	95
Shelter: Total \$	\$39,396,428	\$198,473,690	\$335,641,034
Average Spent	\$11,784.75	\$14,190.88	\$15,526.72
Spending Potential Index	73	87	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,646,463	\$28,282,259	\$48,459,539
Average Spent	\$1,689.04	\$2,022.18	\$2,241.73
Spending Potential Index	72	86	96
Travel: Total \$	\$4,619,620	\$23,566,526	\$41,062,034
Average Spent	\$1,381.88	\$1,685.01	\$1,899.53
Spending Potential Index	67	81	92
Vehicle Maintenance & Repairs: Total \$	\$2,661,746	\$13,273,692	\$22,436,263
Average Spent	\$796.21	\$949.07	\$1,037.90
Spending Potential Index	74	89	97

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.