



# Market Profile

507 N Marienfeld St, Midland, Texas, 79701  
Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM  
Latitude: 32.00231  
Longitude: -102.07945

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	8,340	32,230	52,756
2010 Total Population	9,109	36,339	58,600
2018 Total Population	10,407	42,745	68,667
2018 Group Quarters	324	869	1,074
2023 Total Population	11,121	46,277	73,960
2018-2023 Annual Rate	1.34%	1.60%	1.50%
2018 Total Daytime Population	21,422	53,127	79,914
Workers	15,931	29,656	43,359
Residents	5,491	23,471	36,555
<b>Household Summary</b>			
2000 Households	2,939	11,296	18,882
2000 Average Household Size	2.72	2.78	2.74
2010 Households	3,164	12,587	20,714
2010 Average Household Size	2.77	2.82	2.78
2018 Households	3,581	14,649	24,079
2018 Average Household Size	2.82	2.86	2.81
2023 Households	3,811	15,803	25,861
2023 Average Household Size	2.83	2.87	2.82
2018-2023 Annual Rate	1.25%	1.53%	1.44%
2010 Families	2,169	8,958	14,885
2010 Average Family Size	3.41	3.39	3.32
2018 Families	2,438	10,358	17,148
2018 Average Family Size	3.50	3.47	3.39
2023 Families	2,586	11,141	18,356
2023 Average Family Size	3.53	3.50	3.41
2018-2023 Annual Rate	1.19%	1.47%	1.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,414	12,843	21,059
Owner Occupied Housing Units	59.6%	62.9%	64.6%
Renter Occupied Housing Units	26.5%	25.1%	25.1%
Vacant Housing Units	13.9%	12.0%	10.3%
2010 Housing Units	3,498	13,666	22,232
Owner Occupied Housing Units	61.9%	63.3%	66.1%
Renter Occupied Housing Units	28.5%	28.8%	27.1%
Vacant Housing Units	9.5%	7.9%	6.8%
2018 Housing Units	3,946	15,597	25,415
Owner Occupied Housing Units	54.1%	56.6%	59.4%
Renter Occupied Housing Units	36.6%	37.3%	35.4%
Vacant Housing Units	9.2%	6.1%	5.3%
2023 Housing Units	4,199	16,819	27,295
Owner Occupied Housing Units	55.2%	57.6%	60.4%
Renter Occupied Housing Units	35.6%	36.4%	34.3%
Vacant Housing Units	9.2%	6.0%	5.3%
<b>Median Household Income</b>			
2018	\$47,867	\$46,234	\$52,139
2023	\$52,725	\$51,567	\$56,915
<b>Median Home Value</b>			
2018	\$107,285	\$113,422	\$149,750
2023	\$137,968	\$140,856	\$173,183
<b>Per Capita Income</b>			
2018	\$25,712	\$25,754	\$28,533
2023	\$28,398	\$28,342	\$31,427
<b>Median Age</b>			
2010	32.6	31.9	32.7
2018	33.5	32.6	33.7
2023	34.5	33.7	34.8

**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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<b>2018 Households by Income</b>			
Household Income Base	3,581	14,649	24,079
<\$15,000	16.1%	14.7%	11.9%
\$15,000 - \$24,999	11.6%	12.0%	11.0%
\$25,000 - \$34,999	9.4%	11.2%	10.3%
\$35,000 - \$49,999	14.4%	15.1%	14.6%
\$50,000 - \$74,999	17.3%	16.4%	17.8%
\$75,000 - \$99,999	10.3%	10.5%	10.9%
\$100,000 - \$149,999	10.9%	10.3%	11.8%
\$150,000 - \$199,999	3.5%	3.4%	4.6%
\$200,000+	6.3%	6.4%	7.1%
Average Household Income	\$71,501	\$73,229	\$79,673
<b>2023 Households by Income</b>			
Household Income Base	3,811	15,803	25,861
<\$15,000	14.6%	12.9%	10.4%
\$15,000 - \$24,999	10.1%	10.3%	9.5%
\$25,000 - \$34,999	8.7%	10.3%	9.4%
\$35,000 - \$49,999	13.9%	14.9%	14.2%
\$50,000 - \$74,999	17.2%	17.1%	18.1%
\$75,000 - \$99,999	11.3%	11.8%	12.1%
\$100,000 - \$149,999	12.9%	11.9%	13.6%
\$150,000 - \$199,999	3.8%	3.6%	4.8%
\$200,000+	7.5%	7.2%	8.0%
Average Household Income	\$79,873	\$81,287	\$88,292
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	2,136	8,835	15,094
<\$50,000	19.1%	20.7%	14.5%
\$50,000 - \$99,999	28.9%	26.1%	22.4%
\$100,000 - \$149,999	14.1%	12.0%	13.3%
\$150,000 - \$199,999	7.6%	12.2%	16.2%
\$200,000 - \$249,999	7.4%	7.5%	10.0%
\$250,000 - \$299,999	6.1%	7.1%	8.5%
\$300,000 - \$399,999	6.3%	5.8%	7.7%
\$400,000 - \$499,999	5.3%	4.7%	3.9%
\$500,000 - \$749,999	4.5%	3.0%	2.7%
\$750,000 - \$999,999	0.4%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$172,530	\$166,980	\$182,143
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,316	9,686	16,489
<\$50,000	15.3%	17.7%	12.2%
\$50,000 - \$99,999	21.6%	21.2%	17.9%
\$100,000 - \$149,999	17.3%	13.6%	13.0%
\$150,000 - \$199,999	5.6%	11.1%	14.9%
\$200,000 - \$249,999	7.6%	7.3%	10.5%
\$250,000 - \$299,999	8.8%	7.5%	8.8%
\$300,000 - \$399,999	9.9%	8.7%	11.2%
\$400,000 - \$499,999	7.0%	7.3%	6.2%
\$500,000 - \$749,999	5.9%	4.2%	3.7%
\$750,000 - \$999,999	0.7%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$206,032	\$197,602	\$212,218

**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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<b>2010 Population by Age</b>			
Total	9,108	36,341	58,601
0 - 4	8.3%	8.8%	8.6%
5 - 9	8.4%	8.4%	8.1%
10 - 14	7.6%	7.4%	7.4%
15 - 24	14.9%	15.6%	15.0%
25 - 34	14.0%	13.6%	13.8%
35 - 44	11.5%	11.1%	11.4%
45 - 54	14.4%	13.6%	13.6%
55 - 64	9.9%	10.0%	10.2%
65 - 74	5.5%	5.8%	5.9%
75 - 84	4.1%	4.2%	4.6%
85 +	1.4%	1.4%	1.4%
18 +	71.1%	70.5%	71.2%
<b>2018 Population by Age</b>			
Total	10,406	42,746	68,663
0 - 4	7.9%	8.4%	8.1%
5 - 9	7.8%	8.2%	7.8%
10 - 14	7.6%	7.8%	7.5%
15 - 24	13.9%	14.3%	13.8%
25 - 34	15.0%	14.8%	14.5%
35 - 44	11.8%	11.5%	11.9%
45 - 54	11.5%	10.7%	10.9%
55 - 64	12.0%	11.4%	11.8%
65 - 74	7.2%	7.4%	7.6%
75 - 84	3.7%	3.9%	4.2%
85 +	1.6%	1.7%	1.8%
18 +	72.5%	71.5%	72.4%
<b>2023 Population by Age</b>			
Total	11,124	46,275	73,960
0 - 4	7.8%	8.3%	8.0%
5 - 9	7.7%	8.0%	7.7%
10 - 14	7.6%	7.8%	7.6%
15 - 24	13.5%	13.9%	13.4%
25 - 34	14.2%	14.0%	13.7%
35 - 44	12.7%	12.6%	12.9%
45 - 54	10.7%	10.1%	10.3%
55 - 64	11.2%	10.6%	10.9%
65 - 74	8.6%	8.5%	8.8%
75 - 84	4.4%	4.5%	4.8%
85 +	1.6%	1.7%	1.8%
18 +	72.6%	71.7%	72.5%
<b>2010 Population by Sex</b>			
Males	4,503	17,587	28,338
Females	4,606	18,752	30,262
<b>2018 Population by Sex</b>			
Males	5,165	20,861	33,429
Females	5,242	21,884	35,237
<b>2023 Population by Sex</b>			
Males	5,556	22,750	36,241
Females	5,565	23,527	37,719

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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<b>2010 Population by Race/Ethnicity</b>			
Total	9,109	36,339	58,601
White Alone	68.3%	65.0%	69.3%
Black Alone	9.1%	13.0%	10.8%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	0.3%	0.3%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.2%	17.9%	15.6%
Two or More Races	3.2%	2.9%	2.7%
Hispanic Origin	56.9%	54.8%	47.4%
Diversity Index	75.8	77.8	75.3
<b>2018 Population by Race/Ethnicity</b>			
Total	10,406	42,746	68,667
White Alone	64.9%	62.1%	65.6%
Black Alone	8.1%	11.9%	10.2%
American Indian Alone	1.1%	0.9%	0.9%
Asian Alone	0.4%	0.5%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	21.7%	21.2%	18.8%
Two or More Races	3.8%	3.4%	3.3%
Hispanic Origin	66.1%	63.3%	56.2%
Diversity Index	76.4	78.6	77.6
<b>2023 Population by Race/Ethnicity</b>			
Total	11,121	46,276	73,960
White Alone	64.0%	61.6%	64.6%
Black Alone	7.3%	10.9%	9.5%
American Indian Alone	1.1%	0.9%	1.0%
Asian Alone	0.5%	0.5%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	22.9%	22.3%	20.1%
Two or More Races	4.1%	3.7%	3.6%
Hispanic Origin	71.2%	68.1%	61.4%
Diversity Index	75.5	77.8	77.6
<b>2010 Population by Relationship and Household Type</b>			
Total	9,109	36,339	58,600
In Households	96.4%	97.5%	98.1%
In Family Households	83.6%	86.0%	86.5%
Householder	23.9%	24.6%	25.4%
Spouse	15.6%	16.2%	17.6%
Child	37.1%	38.1%	36.8%
Other relative	4.7%	4.8%	4.5%
Nonrelative	2.3%	2.3%	2.2%
In Nonfamily Households	12.8%	11.5%	11.6%
In Group Quarters	3.6%	2.5%	1.9%
Institutionalized Population	2.7%	1.1%	0.8%
Noninstitutionalized Population	0.9%	1.4%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	6,539	26,235	43,103
Less than 9th Grade	12.0%	13.2%	10.4%
9th - 12th Grade, No Diploma	14.3%	15.9%	12.8%
High School Graduate	22.1%	19.9%	19.4%
GED/Alternative Credential	3.8%	4.1%	4.7%
Some College, No Degree	21.7%	21.4%	23.3%
Associate Degree	6.3%	6.0%	6.9%
Bachelor's Degree	14.3%	13.4%	15.1%
Graduate/Professional Degree	5.6%	6.1%	7.3%
<b>2018 Population 15+ by Marital Status</b>			
Total	7,984	32,364	52,598
Never Married	33.7%	33.5%	32.8%
Married	48.8%	47.9%	49.6%
Widowed	4.6%	5.6%	5.4%
Divorced	12.8%	13.0%	12.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.9%	95.6%	96.3%
Civilian Unemployed (Unemployment Rate)	5.1%	4.4%	3.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	4,839	19,407	32,472
Agriculture/Mining	12.9%	12.5%	13.3%
Construction	13.5%	10.9%	9.6%
Manufacturing	3.8%	3.9%	4.0%
Wholesale Trade	3.2%	3.9%	3.6%
Retail Trade	12.9%	12.6%	11.7%
Transportation/Utilities	3.3%	4.0%	4.6%
Information	1.5%	1.6%	1.4%
Finance/Insurance/Real Estate	5.3%	4.5%	4.4%
Services	42.1%	44.1%	44.8%
Public Administration	1.4%	1.8%	2.6%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	4,842	19,407	32,474
White Collar	44.8%	46.1%	51.6%
Management/Business/Financial	8.3%	8.9%	10.2%
Professional	14.0%	13.5%	16.7%
Sales	9.2%	10.6%	10.4%
Administrative Support	13.2%	13.1%	14.4%
Services	19.3%	20.1%	17.9%
Blue Collar	35.9%	33.8%	30.4%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	15.3%	13.4%	11.9%
Installation/Maintenance/Repair	5.1%	5.5%	4.9%
Production	6.5%	5.7%	5.0%
Transportation/Material Moving	9.0%	8.9%	8.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,109	36,339	58,600
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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<b>2010 Households by Type</b>			
Total	3,163	12,588	20,714
Households with 1 Person	27.1%	24.9%	24.1%
Households with 2+ People	72.9%	75.1%	75.9%
Family Households	68.6%	71.2%	71.9%
Husband-wife Families	45.1%	46.9%	49.9%
With Related Children	24.0%	24.6%	25.4%
Other Family (No Spouse Present)	23.5%	24.2%	22.0%
Other Family with Male Householder	5.9%	5.9%	5.4%
With Related Children	3.6%	3.7%	3.3%
Other Family with Female Householder	17.6%	18.3%	16.6%
With Related Children	11.9%	12.7%	11.6%
Nonfamily Households	4.4%	3.9%	4.0%
All Households with Children	39.8%	41.3%	40.6%
Multigenerational Households	8.5%	8.3%	7.1%
Unmarried Partner Households	6.0%	6.0%	5.9%
Male-female	5.7%	5.6%	5.4%
Same-sex	0.3%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	3,165	12,589	20,715
1 Person Household	27.0%	24.9%	24.1%
2 Person Household	27.3%	27.7%	29.4%
3 Person Household	16.1%	16.9%	17.0%
4 Person Household	13.9%	14.4%	14.6%
5 Person Household	8.0%	8.8%	8.4%
6 Person Household	4.5%	4.3%	3.7%
7 + Person Household	3.0%	3.1%	2.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,164	12,587	20,714
Owner Occupied	68.5%	68.7%	70.9%
Owned with a Mortgage/Loan	37.4%	34.9%	39.2%
Owned Free and Clear	31.1%	33.8%	31.7%
Renter Occupied	31.5%	31.3%	29.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,498	13,666	22,232
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

**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.

**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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<b>Top 3 Tapestry Segments</b>			
	1. Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Rustbelt Traditions (5D)	Comfortable Empty Nesters	Barrios Urbanos (7D)
	3. Traditional Living (12B)	Hardscrabble Road (8G)	Comfortable Empty Nesters
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,818,640	\$28,717,134	\$50,850,798
Average Spent	\$1,904.12	\$1,960.35	\$2,111.83
Spending Potential Index	88	90	97
Education: Total \$	\$4,232,254	\$17,713,574	\$31,806,556
Average Spent	\$1,181.86	\$1,209.20	\$1,320.93
Spending Potential Index	82	84	91
Entertainment/Recreation: Total \$	\$9,873,690	\$41,241,412	\$73,877,644
Average Spent	\$2,757.24	\$2,815.31	\$3,068.14
Spending Potential Index	86	87	95
Food at Home: Total \$	\$16,095,379	\$67,601,949	\$118,910,803
Average Spent	\$4,494.66	\$4,614.78	\$4,938.36
Spending Potential Index	90	92	98
Food Away from Home: Total \$	\$10,957,014	\$46,114,927	\$81,914,085
Average Spent	\$3,059.76	\$3,147.99	\$3,401.89
Spending Potential Index	87	90	97
Health Care: Total \$	\$18,016,969	\$74,577,115	\$133,156,853
Average Spent	\$5,031.27	\$5,090.94	\$5,530.00
Spending Potential Index	88	89	97
HH Furnishings & Equipment: Total \$	\$6,536,813	\$27,218,238	\$48,727,635
Average Spent	\$1,825.42	\$1,858.03	\$2,023.66
Spending Potential Index	87	89	97
Personal Care Products & Services: Total \$	\$2,547,998	\$10,716,453	\$19,170,400
Average Spent	\$711.53	\$731.55	\$796.15
Spending Potential Index	86	88	96
Shelter: Total \$	\$51,768,630	\$219,151,398	\$388,603,081
Average Spent	\$14,456.47	\$14,960.16	\$16,138.67
Spending Potential Index	86	89	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,406,571	\$31,205,518	\$56,161,397
Average Spent	\$2,068.30	\$2,130.21	\$2,332.38
Spending Potential Index	83	86	94
Travel: Total \$	\$6,302,436	\$26,502,890	\$48,258,738
Average Spent	\$1,759.97	\$1,809.19	\$2,004.18
Spending Potential Index	82	84	93
Vehicle Maintenance & Repairs: Total \$	\$3,399,179	\$14,220,936	\$25,282,861
Average Spent	\$949.23	\$970.78	\$1,050.00
Spending Potential Index	88	90	98

**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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