



# Market Profile

606 N Weatherford St, Midland, Texas, 79701 2  
 606 N Weatherford St, Midland, Texas, 79701  
 Rings: 1, 2, 4 mile radii

Dub House, MAI, CCIM  
 Latitude: 32.00350  
 Longitude: -102.07208

	1 mile	2 miles	4 miles
<b>Population Summary</b>			
2000 Total Population	7,687	29,203	71,793
2010 Total Population	8,913	33,034	79,412
2018 Total Population	10,621	39,615	92,450
2018 Group Quarters	328	815	1,199
2023 Total Population	11,585	43,148	99,320
2018-2023 Annual Rate	1.75%	1.72%	1.44%
2018 Total Daytime Population	21,135	49,493	102,318
Workers	15,152	27,617	54,772
Residents	5,983	21,876	47,546
<b>Household Summary</b>			
2000 Households	2,501	10,047	26,352
2000 Average Household Size	2.94	2.83	2.68
2010 Households	2,875	11,324	28,955
2010 Average Household Size	2.98	2.84	2.70
2018 Households	3,409	13,464	33,551
2018 Average Household Size	3.02	2.88	2.72
2023 Households	3,708	14,623	35,961
2023 Average Household Size	3.04	2.89	2.73
2018-2023 Annual Rate	1.70%	1.67%	1.40%
2010 Families	2,014	8,093	20,471
2010 Average Family Size	3.65	3.42	3.25
2018 Families	2,374	9,577	23,465
2018 Average Family Size	3.72	3.49	3.30
2023 Families	2,576	10,376	25,055
2023 Average Family Size	3.75	3.52	3.33
2018-2023 Annual Rate	1.65%	1.62%	1.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,945	11,381	29,370
Owner Occupied Housing Units	58.6%	62.7%	62.8%
Renter Occupied Housing Units	26.3%	25.6%	27.0%
Vacant Housing Units	15.1%	11.7%	10.3%
2010 Housing Units	3,216	12,276	30,959
Owner Occupied Housing Units	58.1%	62.9%	64.3%
Renter Occupied Housing Units	31.2%	29.3%	29.2%
Vacant Housing Units	10.6%	7.8%	6.5%
2018 Housing Units	3,743	14,305	35,368
Owner Occupied Housing Units	51.1%	56.4%	57.7%
Renter Occupied Housing Units	40.0%	37.7%	37.2%
Vacant Housing Units	8.9%	5.9%	5.1%
2023 Housing Units	4,070	15,528	37,904
Owner Occupied Housing Units	52.0%	57.4%	58.8%
Renter Occupied Housing Units	39.1%	36.8%	36.1%
Vacant Housing Units	8.9%	5.8%	5.1%
<b>Median Household Income</b>			
2018	\$38,973	\$43,987	\$55,612
2023	\$42,888	\$49,264	\$60,931
<b>Median Home Value</b>			
2018	\$80,652	\$100,121	\$168,213
2023	\$94,173	\$129,113	\$193,829
<b>Per Capita Income</b>			
2018	\$18,641	\$24,103	\$30,857
2023	\$20,693	\$26,514	\$34,019
<b>Median Age</b>			
2010	30.6	31.7	33.2
2018	31.9	32.5	34.2
2023	33.0	33.6	35.0

**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	3,409	13,464	33,551
<\$15,000	19.2%	15.8%	10.3%
\$15,000 - \$24,999	13.8%	12.5%	9.8%
\$25,000 - \$34,999	11.5%	11.1%	10.1%
\$35,000 - \$49,999	16.3%	15.6%	14.2%
\$50,000 - \$74,999	17.6%	16.5%	18.3%
\$75,000 - \$99,999	9.5%	10.2%	11.3%
\$100,000 - \$149,999	7.9%	9.6%	13.1%
\$150,000 - \$199,999	1.6%	3.1%	5.3%
\$200,000+	2.7%	5.6%	7.5%
Average Household Income	\$53,465	\$69,014	\$83,759
<b>2023 Households by Income</b>			
Household Income Base	3,708	14,623	35,961
<\$15,000	17.6%	13.9%	8.9%
\$15,000 - \$24,999	11.9%	10.8%	8.4%
\$25,000 - \$34,999	10.7%	10.3%	9.2%
\$35,000 - \$49,999	16.2%	15.5%	13.7%
\$50,000 - \$74,999	18.1%	17.2%	18.6%
\$75,000 - \$99,999	10.8%	11.5%	12.2%
\$100,000 - \$149,999	9.7%	11.2%	15.1%
\$150,000 - \$199,999	1.8%	3.2%	5.6%
\$200,000+	3.2%	6.3%	8.4%
Average Household Income	\$60,248	\$76,605	\$92,801
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,911	8,074	20,393
<\$50,000	27.9%	21.9%	11.7%
\$50,000 - \$99,999	36.1%	28.1%	19.9%
\$100,000 - \$149,999	15.0%	12.8%	12.7%
\$150,000 - \$199,999	6.5%	11.1%	15.6%
\$200,000 - \$249,999	4.6%	6.1%	11.2%
\$250,000 - \$299,999	3.7%	5.6%	10.3%
\$300,000 - \$399,999	2.8%	5.6%	9.5%
\$400,000 - \$499,999	1.2%	4.8%	3.9%
\$500,000 - \$749,999	2.0%	2.9%	3.6%
\$750,000 - \$999,999	0.2%	0.6%	0.9%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$115,220	\$160,814	\$205,295
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,115	8,912	22,275
<\$50,000	23.5%	18.7%	9.8%
\$50,000 - \$99,999	30.0%	22.7%	15.9%
\$100,000 - \$149,999	16.2%	14.7%	11.8%
\$150,000 - \$199,999	7.4%	10.2%	14.3%
\$200,000 - \$249,999	6.1%	6.0%	11.5%
\$250,000 - \$299,999	6.3%	6.0%	10.8%
\$300,000 - \$399,999	5.4%	8.7%	12.9%
\$400,000 - \$499,999	1.7%	7.4%	6.1%
\$500,000 - \$749,999	2.7%	4.0%	4.7%
\$750,000 - \$999,999	0.4%	1.0%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$142,609	\$192,100	\$235,462

**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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	1 mile	2 miles	4 miles
<b>2010 Population by Age</b>			
Total	8,911	33,032	79,414
0 - 4	9.0%	8.9%	8.3%
5 - 9	8.9%	8.5%	7.7%
10 - 14	7.7%	7.5%	7.2%
15 - 24	15.7%	15.6%	14.9%
25 - 34	14.2%	13.7%	14.1%
35 - 44	11.1%	11.1%	11.4%
45 - 54	13.3%	13.5%	13.6%
55 - 64	9.0%	10.1%	10.6%
65 - 74	5.7%	5.8%	6.0%
75 - 84	4.1%	4.0%	4.6%
85 +	1.3%	1.3%	1.5%
18 +	69.5%	70.3%	72.1%
<b>2018 Population by Age</b>			
Total	10,622	39,617	92,448
0 - 4	8.6%	8.4%	7.8%
5 - 9	8.4%	8.2%	7.6%
10 - 14	7.9%	7.8%	7.2%
15 - 24	14.4%	14.3%	13.7%
25 - 34	15.4%	14.9%	15.0%
35 - 44	11.3%	11.5%	11.8%
45 - 54	10.9%	10.7%	11.0%
55 - 64	10.8%	11.4%	12.0%
65 - 74	7.1%	7.5%	7.8%
75 - 84	3.8%	3.8%	4.3%
85 +	1.5%	1.6%	1.8%
18 +	70.8%	71.4%	73.4%
<b>2023 Population by Age</b>			
Total	11,585	43,149	99,321
0 - 4	8.5%	8.3%	7.8%
5 - 9	8.1%	8.0%	7.5%
10 - 14	7.9%	7.8%	7.3%
15 - 24	13.9%	13.9%	13.2%
25 - 34	14.6%	14.1%	14.3%
35 - 44	12.2%	12.6%	12.9%
45 - 54	10.1%	10.1%	10.4%
55 - 64	10.5%	10.6%	11.0%
65 - 74	8.1%	8.6%	9.0%
75 - 84	4.6%	4.5%	4.9%
85 +	1.5%	1.6%	1.9%
18 +	71.1%	71.6%	73.4%
<b>2010 Population by Sex</b>			
Males	4,332	15,977	38,579
Females	4,581	17,057	40,833
<b>2018 Population by Sex</b>			
Males	5,188	19,340	45,167
Females	5,433	20,275	47,283
<b>2023 Population by Sex</b>			
Males	5,691	21,222	48,793
Females	5,894	21,926	50,527

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	8,912	33,033	79,412
White Alone	59.8%	62.8%	72.2%
Black Alone	14.4%	15.3%	9.3%
American Indian Alone	1.1%	0.9%	0.8%
Asian Alone	0.3%	0.3%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.1%	17.9%	14.2%
Two or More Races	3.4%	2.8%	2.6%
Hispanic Origin	67.4%	56.8%	43.2%
Diversity Index	78.8	78.7	73.0
<b>2018 Population by Race/Ethnicity</b>			
Total	10,620	39,616	92,450
White Alone	58.0%	60.6%	68.2%
Black Alone	12.5%	13.7%	8.9%
American Indian Alone	1.2%	0.9%	0.8%
Asian Alone	0.3%	0.5%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.1%	21.0%	17.4%
Two or More Races	3.8%	3.2%	3.2%
Hispanic Origin	74.7%	65.0%	52.1%
Diversity Index	78.1	79.0	76.3
<b>2023 Population by Race/Ethnicity</b>			
Total	11,583	43,148	99,320
White Alone	58.3%	60.5%	66.8%
Black Alone	11.2%	12.5%	8.4%
American Indian Alone	1.2%	1.0%	0.9%
Asian Alone	0.3%	0.5%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	25.0%	22.0%	18.7%
Two or More Races	3.9%	3.5%	3.6%
Hispanic Origin	78.7%	69.6%	57.6%
Diversity Index	76.6	78.0	76.8
<b>2010 Population by Relationship and Household Type</b>			
Total	8,913	33,034	79,412
In Households	96.3%	97.5%	98.5%
In Family Households	84.7%	86.1%	85.9%
Householder	23.1%	24.4%	25.8%
Spouse	13.8%	15.7%	18.3%
Child	40.2%	38.7%	35.4%
Other relative	5.4%	5.0%	4.2%
Nonrelative	2.3%	2.3%	2.2%
In Nonfamily Households	11.5%	11.4%	12.6%
In Group Quarters	3.7%	2.5%	1.5%
Institutionalized Population	2.8%	1.4%	0.8%
Noninstitutionalized Population	0.9%	1.2%	0.8%

**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	6,455	24,308	58,953
Less than 9th Grade	14.0%	13.4%	8.9%
9th - 12th Grade, No Diploma	18.1%	16.6%	11.0%
High School Graduate	26.2%	21.1%	19.4%
GED/Alternative Credential	4.3%	4.5%	4.9%
Some College, No Degree	19.4%	21.5%	24.1%
Associate Degree	6.7%	5.4%	6.9%
Bachelor's Degree	7.8%	12.3%	17.0%
Graduate/Professional Degree	3.4%	5.1%	7.7%
<b>2018 Population 15+ by Marital Status</b>			
Total	7,982	29,958	71,576
Never Married	35.0%	34.2%	32.4%
Married	47.2%	47.4%	50.8%
Widowed	5.1%	5.7%	5.3%
Divorced	12.7%	12.6%	11.5%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.8%	95.2%	96.8%
Civilian Unemployed (Unemployment Rate)	6.3%	4.8%	3.2%
<b>2018 Employed Population 16+ by Industry</b>			
Total	4,562	17,864	45,506
Agriculture/Mining	11.1%	12.5%	13.4%
Construction	15.5%	10.7%	9.6%
Manufacturing	4.3%	3.9%	3.9%
Wholesale Trade	2.7%	3.8%	3.4%
Retail Trade	14.8%	12.0%	11.3%
Transportation/Utilities	2.3%	4.2%	5.0%
Information	0.9%	1.6%	1.3%
Finance/Insurance/Real Estate	4.0%	4.4%	5.3%
Services	43.1%	44.7%	43.8%
Public Administration	1.2%	2.2%	2.8%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	4,563	17,864	45,504
White Collar	41.0%	44.9%	54.8%
Management/Business/Financial	5.7%	8.1%	12.1%
Professional	11.0%	13.4%	16.9%
Sales	10.3%	9.7%	10.2%
Administrative Support	14.0%	13.6%	15.6%
Services	22.9%	21.6%	16.7%
Blue Collar	36.2%	33.5%	28.5%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	15.9%	13.4%	11.4%
Installation/Maintenance/Repair	4.6%	5.4%	4.8%
Production	5.9%	5.2%	4.2%
Transportation/Material Moving	9.6%	9.2%	7.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,913	33,034	79,412
Population Inside Urbanized Area	100.0%	99.9%	98.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	1.5%

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<b>2010 Households by Type</b>			
Total	2,874	11,324	28,955
Households with 1 Person	25.9%	24.5%	24.9%
Households with 2+ People	74.1%	75.5%	75.1%
Family Households	70.1%	71.5%	70.7%
Husband-wife Families	42.0%	46.0%	50.4%
With Related Children	24.2%	24.4%	24.5%
Other Family (No Spouse Present)	28.1%	25.5%	20.3%
Other Family with Male Householder	6.7%	6.1%	5.2%
With Related Children	4.1%	3.8%	3.2%
Other Family with Female Householder	21.4%	19.4%	15.2%
With Related Children	14.7%	13.4%	10.6%
Nonfamily Households	4.0%	4.0%	4.4%
All Households with Children	43.2%	41.9%	38.8%
Multigenerational Households	10.7%	8.8%	6.3%
Unmarried Partner Households	6.2%	6.3%	5.9%
Male-female	5.9%	5.9%	5.4%
Same-sex	0.3%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	2,873	11,326	28,953
1 Person Household	25.9%	24.5%	24.9%
2 Person Household	24.2%	27.2%	30.9%
3 Person Household	16.9%	17.1%	16.7%
4 Person Household	14.7%	14.4%	14.0%
5 Person Household	9.0%	9.0%	7.8%
6 Person Household	5.3%	4.5%	3.4%
7 + Person Household	4.0%	3.3%	2.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,875	11,324	28,955
Owner Occupied	65.0%	68.2%	68.8%
Owned with a Mortgage/Loan	30.6%	34.3%	39.1%
Owned Free and Clear	34.4%	33.9%	29.7%
Renter Occupied	35.0%	31.8%	31.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,216	12,276	30,959
Housing Units Inside Urbanized Area	100.0%	99.9%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	1.6%

**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. Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Rustbelt Traditions (5D)	Hardscrabble Road (8G)	Barrios Urbanos (7D)
	3. Hardscrabble Road (8G)	Rustbelt Traditions (5D)	In Style (5B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,959,790	\$24,962,806	\$74,410,955
Average Spent	\$1,454.91	\$1,854.04	\$2,217.85
Spending Potential Index	67	85	102
Education: Total \$	\$2,853,985	\$15,131,226	\$47,239,491
Average Spent	\$837.19	\$1,123.83	\$1,407.99
Spending Potential Index	58	78	97
Entertainment/Recreation: Total \$	\$7,020,767	\$35,859,236	\$108,089,600
Average Spent	\$2,059.48	\$2,663.34	\$3,221.65
Spending Potential Index	64	83	100
Food at Home: Total \$	\$11,799,965	\$59,043,574	\$173,048,274
Average Spent	\$3,461.42	\$4,385.29	\$5,157.77
Spending Potential Index	69	87	103
Food Away from Home: Total \$	\$7,949,446	\$40,094,808	\$120,148,040
Average Spent	\$2,331.90	\$2,977.93	\$3,581.06
Spending Potential Index	66	85	102
Health Care: Total \$	\$12,883,062	\$65,001,999	\$193,316,420
Average Spent	\$3,779.13	\$4,827.84	\$5,761.87
Spending Potential Index	66	84	101
HH Furnishings & Equipment: Total \$	\$4,683,092	\$23,660,691	\$71,185,331
Average Spent	\$1,373.74	\$1,757.33	\$2,121.71
Spending Potential Index	66	84	102
Personal Care Products & Services: Total \$	\$1,832,801	\$9,290,926	\$28,124,749
Average Spent	\$537.64	\$690.06	\$838.27
Spending Potential Index	65	83	101
Shelter: Total \$	\$37,420,013	\$189,506,398	\$569,317,745
Average Spent	\$10,976.83	\$14,075.04	\$16,968.73
Spending Potential Index	65	84	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,227,601	\$26,940,325	\$82,180,378
Average Spent	\$1,533.47	\$2,000.92	\$2,449.42
Spending Potential Index	62	80	99
Travel: Total \$	\$4,385,199	\$22,786,667	\$70,968,057
Average Spent	\$1,286.36	\$1,692.41	\$2,115.23
Spending Potential Index	60	79	98
Vehicle Maintenance & Repairs: Total \$	\$2,461,378	\$12,396,043	\$36,857,151
Average Spent	\$722.02	\$920.68	\$1,098.54
Spending Potential Index	67	86	102

**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.