



# Market Profile

W Wadley Ave, Midland, Texas, 79707  
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM  
Latitude: 32.01191  
Longitude: -102.15827

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	9,732	50,337	83,290
2010 Total Population	12,296	58,594	96,544
2017 Total Population	14,404	68,314	114,381
2017 Group Quarters	260	420	1,164
2022 Total Population	16,038	74,438	125,296
2017-2022 Annual Rate	2.17%	1.73%	1.84%
2017 Total Daytime Population	11,081	55,934	116,075
Workers	2,898	17,070	49,588
Residents	8,183	38,864	66,487
<b>Household Summary</b>			
2000 Households	3,798	19,994	32,211
2000 Average Household Size	2.48	2.49	2.56
2010 Households	5,052	23,463	37,396
2010 Average Household Size	2.38	2.48	2.55
2017 Households	5,920	27,282	44,212
2017 Average Household Size	2.39	2.49	2.56
2022 Households	6,575	29,694	48,385
2022 Average Household Size	2.40	2.49	2.57
2017-2022 Annual Rate	2.12%	1.71%	1.82%
2010 Families	3,242	15,745	25,496
2010 Average Family Size	2.97	3.04	3.11
2017 Families	3,761	18,168	29,902
2017 Average Family Size	2.99	3.06	3.14
2022 Families	4,181	19,704	32,603
2022 Average Family Size	3.01	3.07	3.15
2017-2022 Annual Rate	2.14%	1.64%	1.74%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,398	22,205	36,225
Owner Occupied Housing Units	46.0%	56.4%	58.5%
Renter Occupied Housing Units	40.4%	33.6%	30.4%
Vacant Housing Units	13.6%	10.0%	11.1%
2010 Housing Units	5,371	24,809	39,891
Owner Occupied Housing Units	52.6%	60.1%	61.7%
Renter Occupied Housing Units	41.5%	34.5%	32.0%
Vacant Housing Units	5.9%	5.4%	6.3%
2017 Housing Units	6,222	28,387	46,394
Owner Occupied Housing Units	49.9%	58.0%	59.9%
Renter Occupied Housing Units	45.3%	38.1%	35.4%
Vacant Housing Units	4.9%	3.9%	4.7%
2022 Housing Units	6,905	30,851	50,676
Owner Occupied Housing Units	49.5%	57.8%	59.7%
Renter Occupied Housing Units	45.7%	38.5%	35.8%
Vacant Housing Units	4.8%	3.8%	4.5%
<b>Median Household Income</b>			
2017	\$67,806	\$67,831	\$64,866
2022	\$75,486	\$76,273	\$73,203
<b>Median Home Value</b>			
2017	\$229,376	\$202,993	\$190,320
2022	\$259,877	\$236,691	\$226,040
<b>Per Capita Income</b>			
2017	\$39,513	\$38,925	\$37,480
2022	\$44,020	\$43,606	\$41,808
<b>Median Age</b>			
2010	33.3	34.0	33.9
2017	34.1	34.9	34.8
2022	34.5	35.6	35.7

**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.



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<b>2017 Households by Income</b>			
Household Income Base	5,920	27,282	44,212
<\$15,000	8.2%	6.8%	8.0%
\$15,000 - \$24,999	6.5%	7.1%	8.2%
\$25,000 - \$34,999	8.9%	8.7%	9.0%
\$35,000 - \$49,999	10.3%	11.9%	12.0%
\$50,000 - \$74,999	20.5%	19.7%	18.8%
\$75,000 - \$99,999	15.3%	13.0%	12.7%
\$100,000 - \$149,999	15.4%	15.9%	14.8%
\$150,000 - \$199,999	5.7%	7.2%	6.5%
\$200,000+	9.2%	9.7%	10.0%
Average Household Income	\$94,266	\$96,938	\$95,875
<b>2022 Households by Income</b>			
Household Income Base	6,575	29,694	48,385
<\$15,000	7.8%	6.6%	7.7%
\$15,000 - \$24,999	5.8%	6.4%	7.5%
\$25,000 - \$34,999	7.6%	7.5%	7.7%
\$35,000 - \$49,999	8.9%	10.3%	10.4%
\$50,000 - \$74,999	19.5%	18.3%	17.5%
\$75,000 - \$99,999	16.3%	13.8%	13.7%
\$100,000 - \$149,999	17.5%	18.1%	17.0%
\$150,000 - \$199,999	6.3%	8.2%	7.3%
\$200,000+	10.3%	10.8%	11.1%
Average Household Income	\$105,652	\$108,844	\$107,258
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	3,102	16,465	27,775
<\$50,000	0.4%	1.6%	8.0%
\$50,000 - \$99,999	1.6%	9.2%	13.2%
\$100,000 - \$149,999	13.0%	16.1%	14.4%
\$150,000 - \$199,999	27.1%	22.3%	17.9%
\$200,000 - \$249,999	13.4%	14.3%	11.9%
\$250,000 - \$299,999	19.0%	13.9%	10.9%
\$300,000 - \$399,999	7.3%	11.3%	11.1%
\$400,000 - \$499,999	1.7%	3.0%	3.5%
\$500,000 - \$749,999	14.2%	6.9%	6.3%
\$750,000 - \$999,999	1.6%	1.2%	1.9%
\$1,000,000 +	0.7%	0.4%	0.9%
Average Home Value	\$291,949	\$248,204	\$239,627
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,417	17,827	30,233
<\$50,000	0.3%	1.3%	7.4%
\$50,000 - \$99,999	0.9%	6.2%	9.3%
\$100,000 - \$149,999	7.7%	11.8%	10.7%
\$150,000 - \$199,999	22.7%	19.8%	16.0%
\$200,000 - \$249,999	14.2%	14.9%	12.6%
\$250,000 - \$299,999	21.5%	15.3%	12.1%
\$300,000 - \$399,999	12.1%	15.0%	14.3%
\$400,000 - \$499,999	1.9%	4.4%	5.3%
\$500,000 - \$749,999	15.9%	9.1%	8.4%
\$750,000 - \$999,999	1.9%	1.6%	2.7%
\$1,000,000 +	0.9%	0.6%	1.2%
Average Home Value	\$319,577	\$281,038	\$276,681

**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.



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<b>2010 Population by Age</b>			
Total	12,297	58,596	96,545
0 - 4	8.4%	7.8%	7.9%
5 - 9	6.9%	6.9%	7.2%
10 - 14	6.5%	6.8%	7.0%
15 - 24	14.2%	14.3%	14.5%
25 - 34	16.6%	15.5%	14.9%
35 - 44	12.1%	11.9%	11.8%
45 - 54	14.2%	14.1%	14.3%
55 - 64	9.7%	10.9%	10.9%
65 - 74	3.9%	5.4%	5.6%
75 - 84	4.3%	4.6%	4.4%
85 +	3.1%	1.7%	1.6%
18 +	74.6%	74.3%	73.6%
<b>2017 Population by Age</b>			
Total	14,405	68,312	114,381
0 - 4	7.8%	7.4%	7.4%
5 - 9	7.3%	7.1%	7.3%
10 - 14	6.5%	6.5%	6.8%
15 - 24	13.6%	13.2%	13.4%
25 - 34	16.3%	15.9%	15.3%
35 - 44	13.0%	12.6%	12.3%
45 - 54	11.0%	11.6%	11.7%
55 - 64	11.1%	12.1%	12.3%
65 - 74	6.1%	7.3%	7.3%
75 - 84	3.9%	4.2%	4.1%
85 +	3.5%	2.1%	2.0%
18 +	75.0%	75.4%	74.7%
<b>2022 Population by Age</b>			
Total	16,039	74,440	125,296
0 - 4	7.9%	7.4%	7.4%
5 - 9	6.9%	7.0%	7.2%
10 - 14	6.6%	6.8%	7.0%
15 - 24	13.7%	12.6%	12.7%
25 - 34	15.6%	15.3%	14.6%
35 - 44	13.2%	13.6%	13.4%
45 - 54	10.5%	11.0%	10.9%
55 - 64	10.4%	11.2%	11.6%
65 - 74	7.8%	8.7%	8.8%
75 - 84	3.9%	4.4%	4.4%
85 +	3.5%	2.1%	2.0%
18 +	75.1%	75.2%	74.5%
<b>2010 Population by Sex</b>			
Males	5,918	28,675	47,151
Females	6,378	29,919	49,393
<b>2017 Population by Sex</b>			
Males	6,959	33,521	56,084
Females	7,445	34,793	58,296
<b>2022 Population by Sex</b>			
Males	7,746	36,536	61,575
Females	8,292	37,903	63,721

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



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<b>2010 Population by Race/Ethnicity</b>			
Total	12,296	58,595	96,544
White Alone	82.0%	82.2%	79.5%
Black Alone	4.4%	4.5%	5.5%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	2.9%	2.0%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.7%	8.1%	10.3%
Two or More Races	2.3%	2.4%	2.5%
Hispanic Origin	24.2%	26.7%	32.4%
Diversity Index	57.3	58.7	64.3
<b>2017 Population by Race/Ethnicity</b>			
Total	14,404	68,313	114,381
White Alone	76.9%	77.7%	75.4%
Black Alone	4.7%	4.7%	5.5%
American Indian Alone	0.8%	0.7%	0.8%
Asian Alone	4.2%	3.0%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	10.3%	10.7%	12.9%
Two or More Races	3.1%	3.1%	3.1%
Hispanic Origin	32.3%	35.0%	40.5%
Diversity Index	66.5	66.9	70.3
<b>2022 Population by Race/Ethnicity</b>			
Total	16,038	74,439	125,295
White Alone	74.2%	75.1%	73.3%
Black Alone	4.7%	4.7%	5.3%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	5.1%	3.7%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	11.6%	12.1%	14.2%
Two or More Races	3.5%	3.6%	3.5%
Hispanic Origin	37.5%	40.5%	45.9%
Diversity Index	70.5	70.6	72.8
<b>2010 Population by Relationship and Household Type</b>			
Total	12,296	58,594	96,544
In Households	97.9%	99.3%	98.8%
In Family Households	80.1%	83.6%	84.2%
Householder	26.3%	26.9%	26.4%
Spouse	20.0%	20.8%	20.1%
Child	29.5%	31.1%	32.4%
Other relative	2.5%	3.0%	3.3%
Nonrelative	1.8%	1.9%	2.0%
In Nonfamily Households	17.7%	15.7%	14.6%
In Group Quarters	2.1%	0.7%	1.2%
Institutionalized Population	0.0%	0.2%	0.4%
Noninstitutionalized Population	2.1%	0.5%	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.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	9,344	44,960	74,406
Less than 9th Grade	3.1%	4.0%	5.3%
9th - 12th Grade, No Diploma	4.4%	5.1%	7.1%
High School Graduate	15.8%	17.7%	17.6%
GED/Alternative Credential	3.5%	4.4%	4.3%
Some College, No Degree	30.5%	27.4%	26.2%
Associate Degree	8.3%	8.4%	8.1%
Bachelor's Degree	24.3%	23.7%	22.3%
Graduate/Professional Degree	10.2%	9.4%	9.0%
<b>2017 Population 15+ by Marital Status</b>			
Total	11,301	53,984	89,738
Never Married	31.9%	29.8%	30.3%
Married	51.8%	54.5%	53.6%
Widowed	6.5%	4.9%	5.1%
Divorced	9.8%	10.7%	11.0%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	97.2%	96.4%
Civilian Unemployed (Unemployment Rate)	2.2%	2.8%	3.6%
<b>2017 Employed Population 16+ by Industry</b>			
Total	6,337	29,990	48,653
Agriculture/Mining	13.2%	15.2%	15.0%
Construction	4.2%	6.2%	7.5%
Manufacturing	4.0%	4.8%	4.3%
Wholesale Trade	3.8%	3.5%	3.5%
Retail Trade	13.0%	11.9%	11.6%
Transportation/Utilities	5.8%	5.6%	5.6%
Information	1.9%	1.3%	1.2%
Finance/Insurance/Real Estate	6.5%	6.1%	6.0%
Services	44.2%	42.3%	42.3%
Public Administration	3.5%	3.1%	3.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	6,338	29,991	48,654
White Collar	73.4%	66.9%	62.8%
Management/Business/Financial	16.4%	16.1%	15.6%
Professional	23.2%	21.9%	20.4%
Sales	15.4%	12.5%	11.5%
Administrative Support	18.4%	16.3%	15.3%
Services	11.6%	12.0%	13.0%
Blue Collar	15.0%	21.1%	24.3%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	5.6%	8.6%	9.7%
Installation/Maintenance/Repair	2.5%	3.5%	4.0%
Production	2.3%	3.2%	3.6%
Transportation/Material Moving	4.6%	5.5%	6.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,296	58,594	96,544
Population Inside Urbanized Area	98.4%	99.3%	97.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.6%	0.7%	2.4%

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

July 22, 2017



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<b>2010 Households by Type</b>			
Total	5,053	23,463	37,395
Households with 1 Person	29.5%	27.5%	26.9%
Households with 2+ People	70.5%	72.5%	73.1%
Family Households	64.2%	67.1%	68.2%
Husband-wife Families	48.8%	51.8%	51.7%
With Related Children	22.8%	23.8%	24.3%
Other Family (No Spouse Present)	15.4%	15.3%	16.5%
Other Family with Male Householder	4.1%	4.3%	4.5%
With Related Children	2.6%	2.7%	2.8%
Other Family with Female Householder	11.2%	11.0%	12.0%
With Related Children	8.6%	7.9%	8.6%
Nonfamily Households	6.3%	5.3%	5.0%
All Households with Children	34.7%	34.9%	36.1%
Multigenerational Households	2.1%	3.4%	4.2%
Unmarried Partner Households	6.9%	5.9%	5.8%
Male-female	6.2%	5.3%	5.2%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	5,052	23,463	37,395
1 Person Household	29.6%	27.5%	26.9%
2 Person Household	33.4%	33.7%	32.8%
3 Person Household	16.3%	16.1%	16.1%
4 Person Household	13.5%	13.4%	13.7%
5 Person Household	5.3%	6.1%	6.6%
6 Person Household	1.5%	2.0%	2.5%
7 + Person Household	0.5%	1.1%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,052	23,463	37,396
Owner Occupied	55.9%	63.6%	65.8%
Owned with a Mortgage/Loan	40.6%	43.0%	42.2%
Owned Free and Clear	15.3%	20.5%	23.6%
Renter Occupied	44.1%	36.4%	34.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,371	24,809	39,891
Housing Units Inside Urbanized Area	98.5%	99.4%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.5%	0.6%	2.2%

**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. Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
	2. Young and Restless (11B)	In Style (5B)	In Style (5B)
	3. Professional Pride (1B)	Young and Restless (11B)	Barrios Urbanos (7D)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$15,479,902	\$72,358,431	\$115,606,240
Average Spent	\$2,614.85	\$2,652.24	\$2,614.82
Spending Potential Index	121	123	121
Education: Total \$	\$10,616,870	\$48,623,967	\$76,970,016
Average Spent	\$1,793.39	\$1,782.27	\$1,740.93
Spending Potential Index	123	122	120
Entertainment/Recreation: Total \$	\$21,363,149	\$101,513,874	\$162,904,688
Average Spent	\$3,608.64	\$3,720.91	\$3,684.63
Spending Potential Index	116	119	118
Food at Home: Total \$	\$35,615,474	\$165,275,858	\$265,551,846
Average Spent	\$6,016.13	\$6,058.06	\$6,006.33
Spending Potential Index	119	120	119
Food Away from Home: Total \$	\$24,273,422	\$112,625,258	\$178,981,934
Average Spent	\$4,100.24	\$4,128.19	\$4,048.27
Spending Potential Index	123	124	121
Health Care: Total \$	\$36,526,967	\$176,650,998	\$286,803,918
Average Spent	\$6,170.10	\$6,475.00	\$6,487.02
Spending Potential Index	110	116	116
HH Furnishings & Equipment: Total \$	\$13,543,257	\$64,334,902	\$103,105,066
Average Spent	\$2,287.71	\$2,358.14	\$2,332.06
Spending Potential Index	118	121	120
Personal Care Products & Services: Total \$	\$5,626,394	\$26,448,735	\$42,186,795
Average Spent	\$950.40	\$969.46	\$954.19
Spending Potential Index	119	122	120
Shelter: Total \$	\$116,633,080	\$541,659,393	\$862,525,886
Average Spent	\$19,701.53	\$19,854.09	\$19,508.86
Spending Potential Index	121	122	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,777,417	\$75,918,422	\$122,460,137
Average Spent	\$2,665.10	\$2,782.73	\$2,769.84
Spending Potential Index	114	119	118
Travel: Total \$	\$13,910,890	\$67,411,121	\$107,965,612
Average Spent	\$2,349.81	\$2,470.90	\$2,442.00
Spending Potential Index	113	119	118
Vehicle Maintenance & Repairs: Total \$	\$7,393,287	\$34,954,064	\$56,207,310
Average Spent	\$1,248.87	\$1,281.21	\$1,271.31
Spending Potential Index	116	119	119

**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.