



Market Profile

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

Dub House, MAI, CCIM
Latitude: 32.00472
Longitude: -102.07947

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	9,012	32,891	53,370
2010 Total Population	9,825	37,002	59,279
2017 Total Population	10,970	43,375	69,094
2017 Group Quarters	319	899	1,066
2022 Total Population	11,782	47,481	75,252
2017-2022 Annual Rate	1.44%	1.83%	1.72%
2017 Total Daytime Population	19,688	51,659	79,461
Workers	12,929	24,213	36,685
Residents	6,759	27,446	42,776
Household Summary			
2000 Households	3,165	11,537	19,264
2000 Average Household Size	2.74	2.78	2.72
2010 Households	3,406	12,862	21,188
2010 Average Household Size	2.79	2.80	2.75
2017 Households	3,807	14,990	24,593
2017 Average Household Size	2.80	2.83	2.77
2022 Households	4,086	16,391	26,742
2022 Average Household Size	2.81	2.84	2.77
2017-2022 Annual Rate	1.42%	1.80%	1.69%
2010 Families	2,338	9,161	15,127
2010 Average Family Size	3.43	3.38	3.29
2017 Families	2,586	10,591	17,369
2017 Average Family Size	3.46	3.43	3.34
2022 Families	2,763	11,530	18,801
2022 Average Family Size	3.48	3.45	3.35
2017-2022 Annual Rate	1.33%	1.71%	1.60%
Housing Unit Summary			
2000 Housing Units	3,651	13,062	21,503
Owner Occupied Housing Units	60.1%	63.3%	64.0%
Renter Occupied Housing Units	26.6%	25.0%	25.6%
Vacant Housing Units	13.3%	11.7%	10.4%
2010 Housing Units	3,763	13,942	22,770
Owner Occupied Housing Units	61.8%	63.9%	65.1%
Renter Occupied Housing Units	28.7%	28.4%	28.0%
Vacant Housing Units	9.5%	7.7%	6.9%
2017 Housing Units	4,122	15,959	25,954
Owner Occupied Housing Units	59.5%	61.5%	62.8%
Renter Occupied Housing Units	32.8%	32.4%	32.0%
Vacant Housing Units	7.6%	6.1%	5.2%
2022 Housing Units	4,410	17,399	28,160
Owner Occupied Housing Units	58.9%	61.2%	62.5%
Renter Occupied Housing Units	33.7%	33.0%	32.4%
Vacant Housing Units	7.3%	5.8%	5.0%
Median Household Income			
2017	\$44,026	\$44,780	\$51,629
2022	\$48,537	\$49,609	\$55,961
Median Home Value			
2017	\$103,823	\$110,471	\$143,074
2022	\$151,688	\$146,742	\$172,580
Per Capita Income			
2017	\$25,332	\$25,461	\$28,809
2022	\$28,077	\$28,146	\$31,818
Median Age			
2010	32.8	32.1	32.9
2017	33.6	32.9	33.8
2022	34.8	34.1	34.9

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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2017 Households by Income			
Household Income Base	3,807	14,990	24,593
<\$15,000	17.8%	15.2%	12.4%
\$15,000 - \$24,999	12.8%	12.6%	11.3%
\$25,000 - \$34,999	9.7%	11.4%	10.4%
\$35,000 - \$49,999	14.3%	15.0%	14.3%
\$50,000 - \$74,999	16.4%	16.6%	17.9%
\$75,000 - \$99,999	10.1%	10.3%	10.8%
\$100,000 - \$149,999	9.7%	9.6%	11.3%
\$150,000 - \$199,999	2.6%	3.0%	4.5%
\$200,000+	6.6%	6.3%	7.1%
Average Household Income	\$69,816	\$71,816	\$79,474
2022 Households by Income			
Household Income Base	4,086	16,391	26,742
<\$15,000	17.2%	14.5%	12.0%
\$15,000 - \$24,999	11.6%	11.6%	10.4%
\$25,000 - \$34,999	9.0%	10.4%	9.3%
\$35,000 - \$49,999	13.1%	13.8%	13.0%
\$50,000 - \$74,999	15.4%	16.0%	17.1%
\$75,000 - \$99,999	11.4%	11.8%	12.1%
\$100,000 - \$149,999	12.2%	11.8%	13.5%
\$150,000 - \$199,999	2.9%	3.4%	5.0%
\$200,000+	7.2%	6.8%	7.7%
Average Household Income	\$77,991	\$79,964	\$88,246
2017 Owner Occupied Housing Units by Value			
Total	2,454	9,821	16,295
<\$50,000	17.5%	20.2%	14.8%
\$50,000 - \$99,999	31.3%	26.8%	22.2%
\$100,000 - \$149,999	16.8%	14.5%	15.1%
\$150,000 - \$199,999	8.9%	13.6%	17.1%
\$200,000 - \$249,999	7.5%	7.4%	9.7%
\$250,000 - \$299,999	3.7%	4.7%	6.7%
\$300,000 - \$399,999	4.8%	5.0%	6.7%
\$400,000 - \$499,999	3.0%	3.0%	3.0%
\$500,000 - \$749,999	6.2%	4.0%	3.6%
\$750,000 - \$999,999	0.2%	0.6%	0.7%
\$1,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$165,621	\$161,322	\$179,569
2022 Owner Occupied Housing Units by Value			
Total	2,599	10,652	17,608
<\$50,000	14.7%	18.6%	13.6%
\$50,000 - \$99,999	21.7%	20.5%	17.0%
\$100,000 - \$149,999	13.2%	11.7%	12.2%
\$150,000 - \$199,999	9.1%	13.3%	16.1%
\$200,000 - \$249,999	9.7%	8.1%	10.9%
\$250,000 - \$299,999	6.9%	6.7%	8.4%
\$300,000 - \$399,999	9.7%	8.4%	9.9%
\$400,000 - \$499,999	5.4%	5.6%	5.1%
\$500,000 - \$749,999	8.9%	5.7%	5.3%
\$750,000 - \$999,999	0.3%	1.0%	1.1%
\$1,000,000 +	0.3%	0.3%	0.5%
Average Home Value	\$213,769	\$198,007	\$213,267

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.

April 07, 2018



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2010 Population by Age			
Total	9,827	37,000	59,276
0 - 4	8.4%	8.8%	8.5%
5 - 9	8.4%	8.3%	8.0%
10 - 14	7.5%	7.4%	7.3%
15 - 24	14.7%	15.5%	15.0%
25 - 34	13.9%	13.6%	13.8%
35 - 44	11.4%	11.2%	11.4%
45 - 54	14.3%	13.6%	13.7%
55 - 64	9.9%	10.1%	10.3%
65 - 74	5.8%	5.9%	6.0%
75 - 84	4.4%	4.2%	4.6%
85 +	1.4%	1.4%	1.5%
18 +	71.0%	70.7%	71.4%
2017 Population by Age			
Total	10,971	43,374	69,094
0 - 4	8.0%	8.3%	8.0%
5 - 9	7.9%	8.1%	7.8%
10 - 14	7.6%	7.7%	7.4%
15 - 24	13.8%	14.2%	13.9%
25 - 34	14.7%	14.6%	14.5%
35 - 44	11.6%	11.4%	11.6%
45 - 54	11.7%	11.2%	11.3%
55 - 64	11.8%	11.5%	11.8%
65 - 74	7.2%	7.3%	7.5%
75 - 84	4.0%	4.0%	4.3%
85 +	1.6%	1.7%	1.9%
18 +	72.3%	71.7%	72.7%
2022 Population by Age			
Total	11,783	47,482	75,251
0 - 4	7.8%	8.1%	7.9%
5 - 9	7.7%	7.9%	7.7%
10 - 14	7.7%	7.8%	7.5%
15 - 24	13.2%	13.6%	13.2%
25 - 34	13.9%	13.8%	14.0%
35 - 44	12.5%	12.5%	12.7%
45 - 54	10.8%	10.3%	10.3%
55 - 64	11.6%	11.1%	11.3%
65 - 74	8.5%	8.5%	8.8%
75 - 84	4.6%	4.5%	4.7%
85 +	1.7%	1.8%	1.9%
18 +	72.6%	71.9%	72.8%
2010 Population by Sex			
Males	4,824	17,885	28,626
Females	5,001	19,117	30,653
2017 Population by Sex			
Males	5,413	21,114	33,570
Females	5,558	22,261	35,524
2022 Population by Sex			
Males	5,845	23,248	36,751
Females	5,937	24,233	38,501

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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2010 Population by Race/Ethnicity			
Total	9,825	37,002	59,278
White Alone	67.7%	65.1%	69.9%
Black Alone	10.0%	13.5%	10.8%
American Indian Alone	1.0%	0.8%	0.8%
Asian Alone	0.3%	0.4%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.7%	17.3%	15.1%
Two or More Races	3.2%	2.9%	2.7%
Hispanic Origin	56.4%	53.8%	46.2%
Diversity Index	76.2	77.8	74.8
2017 Population by Race/Ethnicity			
Total	10,970	43,376	69,094
White Alone	65.1%	62.6%	66.7%
Black Alone	9.1%	12.6%	10.3%
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	20.6%	20.1%	17.9%
Two or More Races	3.7%	3.3%	3.2%
Hispanic Origin	64.1%	61.5%	54.1%
Diversity Index	76.6	78.5	77.0
2022 Population by Race/Ethnicity			
Total	11,782	47,482	75,252
White Alone	64.5%	62.1%	65.6%
Black Alone	8.3%	11.7%	9.7%
American Indian Alone	1.2%	1.0%	0.9%
Asian Alone	0.5%	0.5%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	21.6%	21.2%	19.1%
Two or More Races	3.9%	3.5%	3.5%
Hispanic Origin	68.7%	65.9%	59.0%
Diversity Index	75.9	78.0	77.3
2010 Population by Relationship and Household Type			
Total	9,825	37,002	59,279
In Households	96.7%	97.4%	98.2%
In Family Households	84.0%	85.9%	86.2%
Householder	24.0%	24.6%	25.5%
Spouse	15.7%	16.3%	17.8%
Child	37.4%	37.9%	36.5%
Other relative	4.6%	4.8%	4.4%
Nonrelative	2.3%	2.3%	2.1%
In Nonfamily Households	12.7%	11.5%	11.9%
In Group Quarters	3.3%	2.6%	1.8%
Institutionalized Population	2.5%	1.2%	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment			
Total	6,880	26,737	43,454
Less than 9th Grade	15.0%	14.2%	10.9%
9th - 12th Grade, No Diploma	14.6%	15.7%	12.7%
High School Graduate	17.3%	18.1%	17.9%
GED/Alternative Credential	4.4%	4.8%	4.9%
Some College, No Degree	23.6%	22.3%	24.0%
Associate Degree	5.6%	6.0%	6.6%
Bachelor's Degree	14.4%	13.1%	16.0%
Graduate/Professional Degree	5.0%	5.7%	7.0%
2017 Population 15+ by Marital Status			
Total	8,392	32,905	53,090
Never Married	33.9%	33.5%	32.3%
Married	47.7%	48.6%	50.2%
Widowed	5.5%	5.7%	5.7%
Divorced	13.0%	12.3%	11.9%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	91.5%	91.9%	93.4%
Civilian Unemployed (Unemployment Rate)	8.5%	8.1%	6.6%
2017 Employed Population 16+ by Industry			
Total	4,141	15,999	26,532
Agriculture/Mining	14.1%	13.3%	14.1%
Construction	13.6%	9.8%	8.8%
Manufacturing	4.1%	3.7%	3.9%
Wholesale Trade	3.3%	4.1%	3.8%
Retail Trade	12.2%	12.6%	11.8%
Transportation/Utilities	3.5%	4.3%	4.6%
Information	1.4%	1.6%	1.4%
Finance/Insurance/Real Estate	5.2%	4.7%	4.8%
Services	40.9%	43.9%	44.2%
Public Administration	1.6%	2.0%	2.7%
2017 Employed Population 16+ by Occupation			
Total	4,142	16,000	26,533
White Collar	45.2%	47.0%	52.7%
Management/Business/Financial	9.1%	9.2%	11.0%
Professional	13.3%	13.6%	16.7%
Sales	9.2%	10.8%	10.7%
Administrative Support	13.6%	13.3%	14.2%
Services	19.7%	20.6%	17.9%
Blue Collar	35.2%	32.4%	29.5%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	15.7%	12.9%	11.5%
Installation/Maintenance/Repair	4.6%	5.1%	4.5%
Production	6.0%	5.3%	4.9%
Transportation/Material Moving	8.9%	8.8%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	9,825	37,002	59,279
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%

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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2010 Households by Type			
Total	3,406	12,862	21,188
Households with 1 Person	27.1%	24.9%	24.5%
Households with 2+ People	72.9%	75.1%	75.5%
Family Households	68.6%	71.2%	71.4%
Husband-wife Families	44.8%	47.3%	49.8%
With Related Children	23.8%	24.6%	25.0%
Other Family (No Spouse Present)	23.8%	23.9%	21.6%
Other Family with Male Householder	6.0%	5.8%	5.3%
With Related Children	3.6%	3.6%	3.2%
Other Family with Female Householder	17.9%	18.1%	16.3%
With Related Children	12.1%	12.5%	11.4%
Nonfamily Households	4.3%	3.9%	4.1%
All Households with Children	39.7%	41.1%	40.0%
Multigenerational Households	8.6%	8.1%	6.9%
Unmarried Partner Households	5.9%	6.0%	5.8%
Male-female	5.6%	5.6%	5.3%
Same-sex	0.3%	0.4%	0.5%
2010 Households by Size			
Total	3,406	12,863	21,187
1 Person Household	27.1%	24.9%	24.5%
2 Person Household	27.3%	27.9%	29.8%
3 Person Household	16.2%	16.9%	16.9%
4 Person Household	14.2%	14.4%	14.4%
5 Person Household	7.8%	8.7%	8.2%
6 Person Household	4.4%	4.2%	3.6%
7 + Person Household	3.0%	3.1%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	3,406	12,862	21,188
Owner Occupied	68.3%	69.3%	69.9%
Owned with a Mortgage/Loan	37.4%	35.8%	38.7%
Owned Free and Clear	30.9%	33.5%	31.2%
Renter Occupied	31.7%	30.7%	30.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,763	13,942	22,770
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

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.

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Top 3 Tapestry Segments			
	1. Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Rustbelt Traditions (5D)	Comfortable Empty Nesters	Barrios Urbanos (7D)
	3. Hardscrabble Road (8G)	Hardscrabble Road (8G)	Comfortable Empty Nesters
2017 Consumer Spending			
Apparel & Services: Total \$	\$7,235,558	\$29,424,234	\$53,130,042
Average Spent	\$1,900.59	\$1,962.92	\$2,160.37
Spending Potential Index	88	91	100
Education: Total \$	\$4,538,416	\$18,193,131	\$33,597,739
Average Spent	\$1,192.12	\$1,213.68	\$1,366.15
Spending Potential Index	82	83	94
Entertainment/Recreation: Total \$	\$10,253,947	\$41,582,166	\$75,473,391
Average Spent	\$2,693.45	\$2,773.99	\$3,068.90
Spending Potential Index	86	89	98
Food at Home: Total \$	\$17,375,019	\$70,513,998	\$125,707,050
Average Spent	\$4,563.97	\$4,704.07	\$5,111.50
Spending Potential Index	91	93	102
Food Away from Home: Total \$	\$11,241,111	\$45,654,524	\$82,264,372
Average Spent	\$2,952.75	\$3,045.67	\$3,345.03
Spending Potential Index	89	91	100
Health Care: Total \$	\$18,776,429	\$75,930,256	\$136,716,637
Average Spent	\$4,932.08	\$5,065.39	\$5,559.17
Spending Potential Index	88	91	99
HH Furnishings & Equipment: Total \$	\$6,552,170	\$26,424,645	\$47,842,871
Average Spent	\$1,721.08	\$1,762.82	\$1,945.39
Spending Potential Index	89	91	100
Personal Care Products & Services: Total \$	\$2,603,912	\$10,589,027	\$19,305,094
Average Spent	\$683.98	\$706.41	\$784.98
Spending Potential Index	86	89	99
Shelter: Total \$	\$53,735,198	\$219,224,928	\$396,857,141
Average Spent	\$14,114.84	\$14,624.75	\$16,137.00
Spending Potential Index	87	90	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,748,667	\$31,453,960	\$57,214,539
Average Spent	\$2,035.37	\$2,098.33	\$2,326.46
Spending Potential Index	87	90	99
Travel: Total \$	\$6,460,359	\$26,323,090	\$48,829,293
Average Spent	\$1,696.97	\$1,756.04	\$1,985.50
Spending Potential Index	82	85	96
Vehicle Maintenance & Repairs: Total \$	\$3,615,260	\$14,655,952	\$26,380,436
Average Spent	\$949.63	\$977.72	\$1,072.68
Spending Potential Index	89	91	100

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.

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