



Market Profile

6413 N State Highway 349, Midland, Texas, 79705
Rings: 1, 3, 5 mile radii

Dub House, MAI, CCIM
Latitude: 32.07218
Longitude: -102.08848

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	390	7,320	50,572
2010 Total Population	551	8,960	58,645
2017 Total Population	1,444	13,065	70,403
2017 Group Quarters	1	189	891
2022 Total Population	1,727	14,813	77,523
2017-2022 Annual Rate	3.64%	2.54%	1.95%
2017 Total Daytime Population	1,091	13,896	64,386
Workers	196	6,302	22,871
Residents	895	7,594	41,515
Household Summary			
2000 Households	133	2,747	19,472
2000 Average Household Size	2.93	2.62	2.56
2010 Households	199	3,548	22,920
2010 Average Household Size	2.76	2.48	2.52
2017 Households	504	5,083	27,345
2017 Average Household Size	2.86	2.53	2.54
2022 Households	601	5,748	30,050
2022 Average Household Size	2.87	2.54	2.55
2017-2022 Annual Rate	3.58%	2.49%	1.90%
2010 Families	154	2,442	15,713
2010 Average Family Size	3.13	2.99	3.08
2017 Families	387	3,529	18,621
2017 Average Family Size	3.26	3.04	3.12
2022 Families	460	3,987	20,392
2022 Average Family Size	3.27	3.05	3.13
2017-2022 Annual Rate	3.52%	2.47%	1.83%
Housing Unit Summary			
2000 Housing Units	145	3,030	21,551
Owner Occupied Housing Units	79.3%	59.6%	62.0%
Renter Occupied Housing Units	12.4%	31.1%	28.3%
Vacant Housing Units	8.3%	9.3%	9.6%
2010 Housing Units	213	3,795	24,403
Owner Occupied Housing Units	75.6%	59.6%	62.6%
Renter Occupied Housing Units	17.8%	33.9%	31.3%
Vacant Housing Units	6.6%	6.5%	6.1%
2017 Housing Units	521	5,312	28,595
Owner Occupied Housing Units	76.0%	60.3%	60.7%
Renter Occupied Housing Units	20.7%	35.4%	35.0%
Vacant Housing Units	3.3%	4.3%	4.4%
2022 Housing Units	612	5,977	31,340
Owner Occupied Housing Units	77.0%	60.7%	60.6%
Renter Occupied Housing Units	21.2%	35.4%	35.3%
Vacant Housing Units	1.8%	3.8%	4.1%
Median Household Income			
2017	\$63,839	\$79,880	\$66,787
2022	\$75,286	\$89,019	\$76,090
Median Home Value			
2017	\$93,519	\$265,174	\$219,461
2022	\$106,985	\$294,531	\$256,106
Per Capita Income			
2017	\$31,528	\$46,240	\$40,171
2022	\$36,978	\$51,145	\$44,558
Median Age			
2010	34.5	37.0	35.8
2017	35.1	37.4	36.5
2022	35.6	38.0	37.5

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	504	5,083	27,345
<\$15,000	4.4%	6.1%	9.2%
\$15,000 - \$24,999	8.7%	7.4%	8.6%
\$25,000 - \$34,999	10.3%	7.5%	8.8%
\$35,000 - \$49,999	10.3%	8.5%	10.9%
\$50,000 - \$74,999	24.6%	17.8%	16.7%
\$75,000 - \$99,999	10.7%	11.5%	10.9%
\$100,000 - \$149,999	15.5%	17.4%	15.5%
\$150,000 - \$199,999	6.5%	8.8%	7.3%
\$200,000+	8.7%	15.1%	12.1%
Average Household Income	\$92,812	\$117,143	\$102,421
2022 Households by Income			
Household Income Base	601	5,748	30,050
<\$15,000	4.0%	5.8%	8.7%
\$15,000 - \$24,999	7.7%	6.7%	7.8%
\$25,000 - \$34,999	8.5%	6.2%	7.7%
\$35,000 - \$49,999	8.7%	7.4%	9.6%
\$50,000 - \$74,999	21.0%	16.3%	15.6%
\$75,000 - \$99,999	11.1%	12.1%	11.8%
\$100,000 - \$149,999	20.3%	19.6%	17.7%
\$150,000 - \$199,999	8.0%	9.4%	8.0%
\$200,000+	10.6%	16.4%	13.1%
Average Household Income	\$108,850	\$130,197	\$114,130
2017 Owner Occupied Housing Units by Value			
Total	396	3,201	17,343
<\$50,000	26.3%	7.2%	8.0%
\$50,000 - \$99,999	27.3%	8.7%	12.6%
\$100,000 - \$149,999	14.9%	10.1%	10.3%
\$150,000 - \$199,999	7.6%	7.9%	13.8%
\$200,000 - \$249,999	8.6%	12.6%	13.5%
\$250,000 - \$299,999	3.3%	11.7%	12.2%
\$300,000 - \$399,999	3.3%	18.5%	14.8%
\$400,000 - \$499,999	0.3%	6.7%	5.1%
\$500,000 - \$749,999	0.5%	6.3%	5.7%
\$750,000 - \$999,999	2.5%	6.3%	2.5%
\$1,000,000 +	5.6%	4.0%	1.5%
Average Home Value	\$194,571	\$334,848	\$263,100
2022 Owner Occupied Housing Units by Value			
Total	471	3,630	18,987
<\$50,000	23.1%	6.3%	7.1%
\$50,000 - \$99,999	24.8%	7.2%	9.7%
\$100,000 - \$149,999	14.4%	8.2%	7.8%
\$150,000 - \$199,999	7.9%	6.7%	11.0%
\$200,000 - \$249,999	10.0%	11.4%	12.7%
\$250,000 - \$299,999	3.6%	11.5%	13.3%
\$300,000 - \$399,999	2.5%	19.1%	17.6%
\$400,000 - \$499,999	0.4%	7.8%	7.2%
\$500,000 - \$749,999	0.6%	7.8%	7.9%
\$750,000 - \$999,999	3.4%	8.2%	3.5%
\$1,000,000 +	9.1%	5.9%	2.2%
Average Home Value	\$247,240	\$382,388	\$304,381

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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2010 Population by Age			
Total	552	8,963	58,644
0 - 4	7.1%	6.8%	7.4%
5 - 9	8.2%	6.1%	6.9%
10 - 14	8.5%	6.7%	6.8%
15 - 24	13.2%	14.2%	14.4%
25 - 34	13.6%	13.9%	13.7%
35 - 44	14.3%	11.2%	11.1%
45 - 54	14.9%	15.5%	14.8%
55 - 64	11.8%	13.1%	12.0%
65 - 74	6.0%	5.8%	6.4%
75 - 84	1.6%	4.5%	5.0%
85 +	0.5%	2.0%	1.5%
18 +	71.0%	76.2%	74.6%
2017 Population by Age			
Total	1,443	13,064	70,402
0 - 4	6.7%	6.3%	6.9%
5 - 9	8.0%	6.7%	7.0%
10 - 14	8.1%	6.5%	6.7%
15 - 24	12.3%	12.7%	13.0%
25 - 34	14.7%	14.8%	14.5%
35 - 44	13.9%	11.6%	11.6%
45 - 54	12.8%	12.6%	12.0%
55 - 64	12.8%	14.3%	13.3%
65 - 74	8.3%	8.2%	8.3%
75 - 84	1.9%	4.2%	4.7%
85 +	0.5%	2.1%	2.0%
18 +	72.7%	76.8%	75.7%
2022 Population by Age			
Total	1,727	14,814	77,524
0 - 4	6.7%	6.3%	6.9%
5 - 9	7.7%	6.6%	6.8%
10 - 14	8.0%	6.8%	6.9%
15 - 24	11.7%	11.1%	12.1%
25 - 34	14.8%	14.7%	14.0%
35 - 44	14.5%	13.5%	12.8%
45 - 54	11.6%	10.9%	11.0%
55 - 64	12.6%	13.4%	12.5%
65 - 74	9.6%	10.0%	9.8%
75 - 84	2.3%	4.5%	5.2%
85 +	0.5%	2.2%	2.1%
18 +	73.2%	76.7%	75.7%
2010 Population by Sex			
Males	287	4,346	28,484
Females	264	4,614	30,161
2017 Population by Sex			
Males	756	6,419	34,389
Females	688	6,646	36,014
2022 Population by Sex			
Males	907	7,306	37,961
Females	820	7,507	39,562

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	551	8,960	58,646
White Alone	86.4%	82.8%	78.2%
Black Alone	1.1%	7.4%	8.5%
American Indian Alone	1.1%	0.7%	0.7%
Asian Alone	0.7%	1.7%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.7%	5.4%	8.8%
Two or More Races	2.0%	1.8%	2.2%
Hispanic Origin	40.5%	24.3%	31.1%
Diversity Index	61.3	56.2	64.6
2017 Population by Race/Ethnicity			
Total	1,443	13,064	70,403
White Alone	82.4%	79.6%	74.7%
Black Alone	1.2%	6.8%	8.2%
American Indian Alone	1.3%	0.8%	0.8%
Asian Alone	0.8%	2.4%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.9%	7.9%	11.3%
Two or More Races	2.4%	2.5%	2.8%
Hispanic Origin	54.1%	33.9%	39.5%
Diversity Index	65.9	64.8	70.5
2022 Population by Race/Ethnicity			
Total	1,727	14,814	77,523
White Alone	80.5%	77.5%	72.9%
Black Alone	1.2%	6.5%	7.8%
American Indian Alone	1.4%	0.9%	0.9%
Asian Alone	0.9%	3.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.2%	9.2%	12.5%
Two or More Races	2.7%	2.8%	3.2%
Hispanic Origin	61.1%	39.7%	44.8%
Diversity Index	65.9	68.4	72.8
2010 Population by Relationship and Household Type			
Total	551	8,960	58,645
In Households	99.8%	98.3%	98.4%
In Family Households	89.8%	83.2%	84.1%
Householder	26.7%	27.4%	26.7%
Spouse	21.6%	22.0%	20.5%
Child	35.9%	29.4%	32.1%
Other relative	3.1%	2.6%	3.1%
Nonrelative	2.4%	1.8%	1.7%
In Nonfamily Households	9.8%	15.2%	14.3%
In Group Quarters	0.2%	1.7%	1.6%
Institutionalized Population	0.2%	1.2%	0.7%
Noninstitutionalized Population	0.0%	0.5%	0.9%

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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2017 Population 25+ by Educational Attainment			
Total	938	8,854	46,702
Less than 9th Grade	10.1%	3.7%	5.6%
9th - 12th Grade, No Diploma	8.1%	4.1%	7.0%
High School Graduate	19.2%	17.4%	17.3%
GED/Alternative Credential	17.2%	5.6%	3.9%
Some College, No Degree	26.3%	25.5%	24.7%
Associate Degree	6.1%	5.8%	7.1%
Bachelor's Degree	9.1%	25.4%	24.1%
Graduate/Professional Degree	3.9%	12.5%	10.3%
2017 Population 15+ by Marital Status			
Total	1,116	10,515	55,882
Never Married	32.3%	32.7%	29.7%
Married	45.1%	52.4%	53.8%
Widowed	1.1%	6.0%	5.4%
Divorced	21.6%	8.9%	11.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	89.9%	93.5%	94.7%
Civilian Unemployed (Unemployment Rate)	10.3%	6.5%	5.3%
2017 Employed Population 16+ by Industry			
Total	559	5,566	29,374
Agriculture/Mining	14.5%	16.2%	15.0%
Construction	10.6%	7.0%	7.4%
Manufacturing	4.5%	3.6%	3.9%
Wholesale Trade	7.5%	4.3%	3.9%
Retail Trade	9.5%	10.0%	10.7%
Transportation/Utilities	4.7%	4.3%	5.0%
Information	0.0%	1.1%	1.4%
Finance/Insurance/Real Estate	8.9%	7.3%	6.2%
Services	37.0%	43.2%	43.3%
Public Administration	2.3%	3.0%	3.0%
2017 Employed Population 16+ by Occupation			
Total	557	5,568	29,374
White Collar	47.9%	67.8%	62.7%
Management/Business/Financial	8.6%	19.5%	15.8%
Professional	13.8%	21.5%	21.2%
Sales	11.4%	11.0%	11.1%
Administrative Support	14.1%	15.8%	14.6%
Services	21.6%	13.2%	15.2%
Blue Collar	30.1%	19.0%	22.1%
Farming/Forestry/Fishing	2.9%	1.3%	0.6%
Construction/Extraction	6.6%	7.2%	9.2%
Installation/Maintenance/Repair	5.0%	3.1%	3.1%
Production	3.8%	1.5%	3.4%
Transportation/Material Moving	11.8%	5.9%	5.8%
2010 Population By Urban/ Rural Status			
Total Population	551	8,960	58,645
Population Inside Urbanized Area	26.0%	87.3%	95.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	74.0%	12.7%	4.6%

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	199	3,548	22,920
Households with 1 Person	18.6%	26.1%	26.9%
Households with 2+ People	81.4%	73.9%	73.1%
Family Households	77.4%	68.8%	68.6%
Husband-wife Families	62.8%	55.3%	52.5%
With Related Children	32.2%	23.8%	23.3%
Other Family (No Spouse Present)	14.6%	13.5%	16.0%
Other Family with Male Householder	5.0%	3.4%	4.0%
With Related Children	3.0%	2.3%	2.4%
Other Family with Female Householder	9.5%	10.1%	12.0%
With Related Children	5.5%	7.0%	8.3%
Nonfamily Households	4.0%	5.1%	4.5%
All Households with Children	40.7%	33.4%	34.3%
Multigenerational Households	4.0%	2.8%	4.5%
Unmarried Partner Households	5.0%	4.6%	4.9%
Male-female	4.5%	4.2%	4.5%
Same-sex	0.5%	0.4%	0.5%
2010 Households by Size			
Total	198	3,547	22,921
1 Person Household	18.7%	26.1%	26.9%
2 Person Household	31.3%	35.9%	33.9%
3 Person Household	18.7%	16.8%	15.9%
4 Person Household	17.7%	12.9%	13.0%
5 Person Household	8.6%	5.4%	6.2%
6 Person Household	3.0%	1.9%	2.5%
7 + Person Household	2.0%	1.1%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	199	3,548	22,920
Owner Occupied	80.9%	63.7%	66.6%
Owned with a Mortgage/Loan	44.2%	41.3%	39.7%
Owned Free and Clear	36.7%	22.4%	26.9%
Renter Occupied	19.1%	36.3%	33.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	213	3,795	24,403
Housing Units Inside Urbanized Area	28.2%	88.1%	95.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	71.8%	11.9%	4.2%

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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Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Professional Pride (1B)	Southwestern Families (7F)
2.	Professional Pride (1B)	Urban Chic (2A)	In Style (5B)
3.	Top Tier (1A)	Southern Satellites (10A)	Young and Restless (11B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,261,495	\$15,927,167	\$75,590,259
Average Spent	\$2,502.97	\$3,133.42	\$2,764.32
Spending Potential Index	116	145	128
Education: Total \$	\$682,502	\$10,917,492	\$50,012,928
Average Spent	\$1,354.17	\$2,147.84	\$1,828.96
Spending Potential Index	93	148	126
Entertainment/Recreation: Total \$	\$1,873,194	\$22,846,147	\$107,789,478
Average Spent	\$3,716.65	\$4,494.62	\$3,941.83
Spending Potential Index	119	144	126
Food at Home: Total \$	\$3,060,461	\$35,964,461	\$175,229,874
Average Spent	\$6,072.34	\$7,075.44	\$6,408.11
Spending Potential Index	121	141	127
Food Away from Home: Total \$	\$1,998,685	\$24,413,886	\$117,231,017
Average Spent	\$3,965.64	\$4,803.05	\$4,287.11
Spending Potential Index	119	144	129
Health Care: Total \$	\$3,596,491	\$40,660,314	\$192,915,460
Average Spent	\$7,135.89	\$7,999.27	\$7,054.87
Spending Potential Index	128	143	126
HH Furnishings & Equipment: Total \$	\$1,161,727	\$14,297,062	\$68,061,547
Average Spent	\$2,305.01	\$2,812.72	\$2,488.99
Spending Potential Index	119	145	128
Personal Care Products & Services: Total \$	\$458,081	\$5,848,880	\$27,674,307
Average Spent	\$908.89	\$1,150.67	\$1,012.04
Spending Potential Index	114	145	127
Shelter: Total \$	\$8,715,803	\$118,152,204	\$563,588,067
Average Spent	\$17,293.26	\$23,244.58	\$20,610.28
Spending Potential Index	107	143	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,464,375	\$17,619,449	\$82,158,752
Average Spent	\$2,905.51	\$3,466.35	\$3,004.53
Spending Potential Index	124	148	128
Travel: Total \$	\$1,103,241	\$15,596,148	\$71,422,975
Average Spent	\$2,188.97	\$3,068.30	\$2,611.92
Spending Potential Index	106	148	126
Vehicle Maintenance & Repairs: Total \$	\$659,116	\$7,774,037	\$37,238,336
Average Spent	\$1,307.77	\$1,529.42	\$1,361.80
Spending Potential Index	122	143	127

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.