



Market Profile

6023 I-20 E, Midland, Texas, 79706
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Dub House, MAI, CCIM
 Latitude: 31.94680
 Longitude: -102.14322

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	443	13,563	38,825
2010 Total Population	552	15,903	44,081
2015 Total Population	1,002	17,621	48,161
2015 Group Quarters	1	65	546
2020 Total Population	1,233	19,603	52,465
2015-2020 Annual Rate	4.24%	2.15%	1.73%
Household Summary			
2000 Households	137	4,614	14,694
2000 Average Household Size	3.23	2.94	2.60
2010 Households	161	5,275	16,661
2010 Average Household Size	3.43	3.00	2.61
2015 Households	316	5,836	18,285
2015 Average Household Size	3.17	3.01	2.60
2020 Households	389	6,506	19,963
2020 Average Household Size	3.17	3.00	2.60
2015-2020 Annual Rate	4.24%	2.20%	1.77%
2010 Families	124	3,990	11,378
2010 Average Family Size	3.93	3.45	3.19
2015 Families	240	4,382	12,395
2015 Average Family Size	3.66	3.47	3.19
2020 Families	294	4,862	13,475
2020 Average Family Size	3.66	3.47	3.19
2015-2020 Annual Rate	4.14%	2.10%	1.68%
Housing Unit Summary			
2000 Housing Units	170	5,274	16,555
Owner Occupied Housing Units	65.9%	67.8%	57.8%
Renter Occupied Housing Units	14.7%	19.7%	31.0%
Vacant Housing Units	19.4%	12.5%	11.2%
2010 Housing Units	186	5,569	17,729
Owner Occupied Housing Units	61.3%	74.5%	61.2%
Renter Occupied Housing Units	25.3%	20.2%	32.7%
Vacant Housing Units	13.4%	5.3%	6.0%
2015 Housing Units	345	6,127	19,300
Owner Occupied Housing Units	62.3%	72.5%	59.1%
Renter Occupied Housing Units	29.3%	22.7%	35.6%
Vacant Housing Units	8.4%	4.7%	5.3%
2020 Housing Units	428	6,885	21,219
Owner Occupied Housing Units	59.3%	71.3%	58.3%
Renter Occupied Housing Units	31.5%	23.2%	35.8%
Vacant Housing Units	9.1%	5.5%	5.9%
Median Household Income			
2015	\$43,556	\$52,938	\$57,752
2020	\$50,071	\$57,257	\$66,138
Median Home Value			
2015	\$88,182	\$148,005	\$205,357
2020	\$120,000	\$170,365	\$235,195
Per Capita Income			
2015	\$15,729	\$19,948	\$28,710
2020	\$17,735	\$22,267	\$32,071
Median Age			
2010	29.6	30.2	32.8
2015	29.7	31.4	33.2
2020	29.5	31.7	33.9

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	316	5,836	18,285
<\$15,000	13.0%	7.2%	11.5%
\$15,000 - \$24,999	15.5%	10.8%	10.5%
\$25,000 - \$34,999	10.4%	11.8%	9.5%
\$35,000 - \$49,999	16.8%	15.1%	11.3%
\$50,000 - \$74,999	25.3%	27.7%	18.0%
\$75,000 - \$99,999	9.5%	13.9%	14.8%
\$100,000 - \$149,999	8.5%	11.8%	15.2%
\$150,000 - \$199,999	0.3%	1.6%	5.0%
\$200,000+	0.3%	0.3%	4.1%
Average Household Income	\$50,082	\$59,074	\$75,064
2020 Households by Income			
Household Income Base	389	6,506	19,963
<\$15,000	12.3%	6.8%	10.7%
\$15,000 - \$24,999	11.6%	8.1%	8.1%
\$25,000 - \$34,999	9.0%	10.3%	8.4%
\$35,000 - \$49,999	17.0%	14.4%	10.7%
\$50,000 - \$74,999	26.0%	26.2%	16.7%
\$75,000 - \$99,999	11.8%	16.5%	16.4%
\$100,000 - \$149,999	11.6%	15.6%	18.2%
\$150,000 - \$199,999	0.3%	1.9%	6.2%
\$200,000+	0.5%	0.3%	4.6%
Average Household Income	\$56,451	\$65,856	\$83,737
2015 Owner Occupied Housing Units by Value			
Total	215	4,444	11,411
<\$50,000	30.2%	7.9%	5.9%
\$50,000 - \$99,999	25.6%	13.4%	10.1%
\$100,000 - \$149,999	14.4%	29.9%	14.4%
\$150,000 - \$199,999	12.1%	32.6%	17.7%
\$200,000 - \$249,999	6.5%	11.0%	17.8%
\$250,000 - \$299,999	5.6%	3.1%	13.1%
\$300,000 - \$399,999	3.3%	1.2%	10.7%
\$400,000 - \$499,999	1.4%	0.4%	3.9%
\$500,000 - \$749,999	0.5%	0.2%	4.5%
\$750,000 - \$999,999	0.0%	0.0%	0.7%
\$1,000,000 +	0.0%	0.3%	1.1%
Average Home Value	\$117,056	\$150,962	\$237,775
2020 Owner Occupied Housing Units by Value			
Total	254	4,912	12,366
<\$50,000	27.2%	7.0%	5.2%
\$50,000 - \$99,999	20.1%	10.1%	6.8%
\$100,000 - \$149,999	7.9%	18.8%	8.9%
\$150,000 - \$199,999	7.9%	34.6%	15.3%
\$200,000 - \$249,999	10.2%	17.5%	19.7%
\$250,000 - \$299,999	14.6%	6.7%	15.7%
\$300,000 - \$399,999	7.9%	2.7%	13.0%
\$400,000 - \$499,999	3.9%	1.1%	4.7%
\$500,000 - \$749,999	1.2%	0.8%	7.0%
\$750,000 - \$999,999	0.0%	0.3%	2.1%
\$1,000,000 +	0.0%	0.3%	1.6%
Average Home Value	\$159,961	\$177,178	\$280,586

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	554	15,904	44,080
0 - 4	9.6%	8.9%	8.5%
5 - 9	9.4%	8.7%	7.6%
10 - 14	9.4%	8.7%	7.0%
15 - 24	14.8%	14.6%	14.8%
25 - 34	13.9%	16.5%	14.9%
35 - 44	12.5%	12.9%	12.0%
45 - 54	13.0%	12.2%	13.9%
55 - 64	9.7%	9.2%	9.8%
65 - 74	4.5%	4.9%	5.2%
75 - 84	2.3%	2.8%	4.4%
85 +	0.5%	0.6%	1.9%
18 +	66.2%	68.9%	72.4%
2015 Population by Age			
Total	1,001	17,621	48,163
0 - 4	9.3%	8.6%	8.2%
5 - 9	9.3%	8.4%	7.8%
10 - 14	8.7%	8.1%	7.1%
15 - 24	15.6%	14.9%	14.1%
25 - 34	14.8%	16.3%	15.5%
35 - 44	11.9%	13.3%	11.8%
45 - 54	11.7%	11.2%	11.8%
55 - 64	9.2%	9.8%	11.5%
65 - 74	6.6%	6.0%	6.0%
75 - 84	2.3%	2.6%	4.0%
85 +	0.7%	0.8%	2.1%
18 +	67.7%	70.3%	73.1%
2020 Population by Age			
Total	1,232	19,604	52,464
0 - 4	9.4%	8.7%	8.2%
5 - 9	9.3%	8.4%	7.6%
10 - 14	9.2%	8.3%	7.4%
15 - 24	15.7%	14.5%	12.9%
25 - 34	14.3%	14.9%	15.4%
35 - 44	13.0%	14.8%	13.0%
45 - 54	10.4%	10.7%	10.6%
55 - 64	9.6%	9.6%	11.2%
65 - 74	6.2%	6.6%	7.5%
75 - 84	2.4%	2.7%	4.1%
85 +	0.6%	0.8%	2.1%
18 +	67.3%	70.1%	72.8%
2010 Population by Sex			
Males	288	7,868	21,600
Females	264	8,035	22,481
2015 Population by Sex			
Males	524	8,765	23,683
Females	478	8,856	24,478
2020 Population by Sex			
Males	647	9,807	25,868
Females	586	9,796	26,597

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	552	15,903	44,080
White Alone	72.6%	75.6%	76.9%
Black Alone	1.6%	4.5%	4.5%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.0%	0.6%	1.3%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	22.1%	15.6%	14.0%
Two or More Races	2.5%	2.9%	2.6%
Hispanic Origin	64.3%	50.7%	38.6%
Diversity Index	71.4	71.3	68.8
2015 Population by Race/Ethnicity			
Total	1,002	17,622	48,162
White Alone	69.9%	72.8%	74.0%
Black Alone	1.5%	4.3%	4.4%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	0.1%	0.7%	1.6%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	24.7%	17.9%	16.2%
Two or More Races	2.7%	3.3%	3.0%
Hispanic Origin	70.6%	58.1%	44.3%
Diversity Index	71.5	72.7	72.2
2020 Population by Race/Ethnicity			
Total	1,232	19,603	52,465
White Alone	68.3%	71.1%	71.9%
Black Alone	1.4%	4.1%	4.3%
American Indian Alone	1.0%	1.0%	0.8%
Asian Alone	0.1%	0.8%	1.9%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	26.1%	19.4%	17.6%
Two or More Races	2.9%	3.6%	3.4%
Hispanic Origin	76.0%	64.3%	49.5%
Diversity Index	70.4	72.5	74.1
2010 Population by Relationship and Household Type			
Total	552	15,903	44,081
In Households	100.0%	99.6%	98.8%
In Family Households	90.6%	89.4%	84.5%
Householder	23.9%	25.4%	25.7%
Spouse	17.6%	17.9%	18.9%
Child	41.7%	38.4%	33.8%
Other relative	5.1%	4.9%	3.9%
Nonrelative	2.4%	2.9%	2.2%
In Nonfamily Households	9.4%	10.1%	14.2%
In Group Quarters	0.0%	0.4%	1.2%
Institutionalized Population	0.0%	0.4%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.7%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment			
Total	571	10,569	30,253
Less than 9th Grade	12.6%	8.1%	8.9%
9th - 12th Grade, No Diploma	30.3%	13.6%	10.2%
High School Graduate	25.2%	26.1%	17.7%
GED/Alternative Credential	2.3%	8.0%	5.1%
Some College, No Degree	17.3%	27.4%	28.9%
Associate Degree	8.9%	7.0%	7.3%
Bachelor's Degree	3.3%	8.5%	15.8%
Graduate/Professional Degree	0.0%	1.3%	6.2%
2015 Population 15+ by Marital Status			
Total	728	13,202	37,049
Never Married	33.7%	30.0%	33.2%
Married	44.4%	52.8%	50.1%
Widowed	5.8%	4.0%	5.7%
Divorced	16.2%	13.2%	11.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	97.0%	97.8%
Civilian Unemployed	7.6%	3.0%	2.2%
2015 Employed Population 16+ by Industry			
Total	412	9,588	26,901
Agriculture/Mining	29.1%	22.9%	18.2%
Construction	26.5%	8.4%	7.5%
Manufacturing	3.2%	5.3%	4.5%
Wholesale Trade	0.2%	3.0%	4.1%
Retail Trade	3.6%	11.3%	11.9%
Transportation/Utilities	3.2%	6.3%	4.1%
Information	0.0%	1.6%	1.3%
Finance/Insurance/Real Estate	3.6%	2.7%	4.8%
Services	27.2%	34.9%	41.3%
Public Administration	3.4%	3.6%	2.4%
2015 Employed Population 16+ by Occupation			
Total	414	9,588	26,900
White Collar	25.2%	43.5%	57.0%
Management/Business/Financial	5.3%	7.6%	12.1%
Professional	3.6%	9.9%	16.5%
Sales	0.7%	9.1%	13.3%
Administrative Support	15.5%	16.9%	15.1%
Services	15.5%	19.2%	16.4%
Blue Collar	59.7%	37.3%	26.6%
Farming/Forestry/Fishing	1.9%	0.4%	0.3%
Construction/Extraction	26.7%	13.7%	11.0%
Installation/Maintenance/Repair	12.9%	6.3%	6.1%
Production	8.0%	6.2%	4.5%
Transportation/Material Moving	10.2%	10.7%	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	161	5,276	16,661
Households with 1 Person	18.6%	20.1%	26.6%
Households with 2+ People	81.4%	79.9%	73.4%
Family Households	77.0%	75.6%	68.3%
Husband-wife Families	56.5%	53.4%	50.1%
With Related Children	31.7%	30.0%	24.9%
Other Family (No Spouse Present)	20.5%	22.2%	18.2%
Other Family with Male Householder	6.2%	6.3%	5.0%
With Related Children	4.3%	4.4%	3.2%
Other Family with Female Householder	14.3%	15.8%	13.2%
With Related Children	10.6%	11.3%	9.5%
Nonfamily Households	4.3%	4.2%	5.1%
All Households with Children	47.8%	46.1%	38.0%
Multigenerational Households	9.9%	7.7%	4.7%
Unmarried Partner Households	6.8%	7.1%	6.3%
Male-female	6.2%	6.3%	5.8%
Same-sex	0.6%	0.8%	0.6%
2010 Households by Size			
Total	160	5,275	16,661
1 Person Household	18.8%	20.1%	26.6%
2 Person Household	25.0%	27.7%	30.8%
3 Person Household	15.0%	17.8%	16.5%
4 Person Household	18.1%	17.1%	13.9%
5 Person Household	12.5%	9.8%	7.4%
6 Person Household	5.6%	4.2%	3.0%
7 + Person Household	5.0%	3.1%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	161	5,275	16,661
Owner Occupied	70.8%	78.6%	65.2%
Owned with a Mortgage/Loan	23.6%	50.1%	39.8%
Owned Free and Clear	47.2%	28.6%	25.3%
Renter Occupied	29.2%	21.4%	34.8%

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.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Bright Young Professionals
2.	Down the Road (10D)	American Dreamers (7C)	In Style (5B)
3.	Top Tier (1A)	Middleburg (4C)	Barrios Urbanos (7D)
2015 Consumer Spending			
Apparel & Services: Total \$	\$518,096	\$11,001,187	\$43,466,417
Average Spent	\$1,639.54	\$1,885.06	\$2,377.16
Spending Potential Index	71	81	103
Computers & Accessories: Total \$	\$56,324	\$1,214,771	\$4,879,256
Average Spent	\$178.24	\$208.15	\$266.84
Spending Potential Index	68	80	102
Education: Total \$	\$276,292	\$6,146,918	\$27,590,605
Average Spent	\$874.34	\$1,053.28	\$1,508.92
Spending Potential Index	57	69	99
Entertainment/Recreation: Total \$	\$685,001	\$15,167,645	\$60,013,820
Average Spent	\$2,167.72	\$2,598.98	\$3,282.13
Spending Potential Index	65	78	99
Food at Home: Total \$	\$1,154,979	\$24,725,030	\$96,786,812
Average Spent	\$3,655.00	\$4,236.64	\$5,293.24
Spending Potential Index	70	81	101
Food Away from Home: Total \$	\$730,842	\$15,593,500	\$61,499,791
Average Spent	\$2,312.79	\$2,671.95	\$3,363.40
Spending Potential Index	70	81	102
Health Care: Total \$	\$953,912	\$21,505,857	\$84,842,673
Average Spent	\$3,018.71	\$3,685.03	\$4,640.01
Spending Potential Index	64	78	98
HH Furnishings & Equipment: Total \$	\$404,098	\$8,757,920	\$34,154,283
Average Spent	\$1,278.79	\$1,500.67	\$1,867.89
Spending Potential Index	69	82	101
Investments: Total \$	\$586,961	\$12,156,323	\$44,056,553
Average Spent	\$1,857.47	\$2,082.99	\$2,409.44
Spending Potential Index	67	76	87
Retail Goods: Total \$	\$5,562,590	\$120,742,102	\$467,545,347
Average Spent	\$17,603.13	\$20,689.19	\$25,569.88
Spending Potential Index	69	81	100
Shelter: Total \$	\$3,528,082	\$75,140,351	\$306,475,908
Average Spent	\$11,164.82	\$12,875.32	\$16,761.06
Spending Potential Index	68	78	102
TV/Video/Audio: Total \$	\$283,807	\$6,176,440	\$24,249,975
Average Spent	\$898.12	\$1,058.33	\$1,326.22
Spending Potential Index	69	81	101
Travel: Total \$	\$390,118	\$8,623,248	\$35,210,337
Average Spent	\$1,234.55	\$1,477.60	\$1,925.64
Spending Potential Index	63	76	99
Vehicle Maintenance & Repairs: Total \$	\$244,192	\$5,267,879	\$20,655,857
Average Spent	\$772.76	\$902.65	\$1,129.66
Spending Potential Index	69	81	101

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.